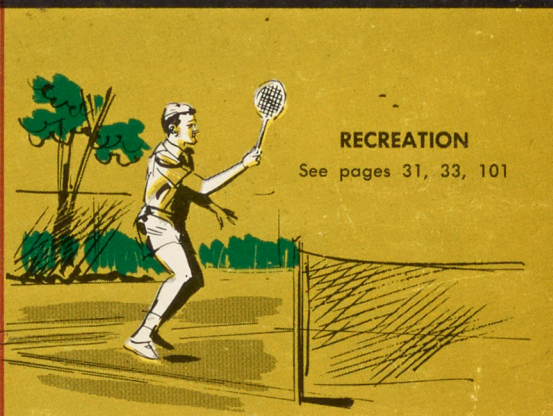


# EDMONTON



## SHOPPING

See page 45



## RECREATION

See pages 31, 33, 101



# VISITORS' GUIDE

TO EDMONTON\*



## GOOD ACCOMMODATION

See pages 25, 27



## HISTORY

See page 10



## POINTS OF INTEREST

See pages 61, 81, 85



## SPORTS

See pages 101, 107, 109

\* **4**<sup>th</sup> LARGEST CITY IN CANADA



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and  
Jasper Park

More people by far...use

**HERTZ**  
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®

...see more

... do more

rent-a-car

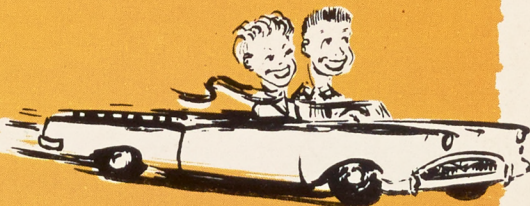
PHONE GA 2-5262

OR

USE DIRECT LINE FROM

MACDONALD HOTEL LOBBY • AIRPORT  
C.P.R. AND C.N.R. STATIONS

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Radio Equipped  
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Fully Insured
- FREE GAS AND OIL
- ASK ABOUT OUR  
"RENT IT HERE,  
LEAVE IT THERE"  
PLAN



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• EDMONTON

JASPER OFFICE PHONE — UL 2-3383



# WELCOME TO EDMONTON

GATEWAY TO CANADA'S GREAT NORTHWEST

FEKETE HOMES WARMLY  
WELCOME YOU TO THE  
CITY OF EDMONTON . . .  
AN OPEN INVITATION IS  
YOURS TO VISIT US  
AT YOUR LEISURE . . .  
IF YOU ARE PLANNING  
TO LIVE IN EDMONTON,  
LET OUR FRIENDLY STAFF  
ASSIST YOU IN  
CHOOSING YOUR  
LOCATION, LOT AND  
PLAN. FEKETE HOMES'  
ENTIRE FACILITIES ARE AT  
YOUR DISPOSAL TO  
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When you buy for a  
lifetime . . .  
buy the best!

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"EDMONTON'S QUALITY HOMEBUILDER FOR MORE THAN 30 YEARS"

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DIVISION

★ CUSTOM  
BUILT  
DIVISION

PHONE GRANITE 9-1967

12060 75 STREET • EDMONTON, ALBERTA





# EDMONTON VISITORS' GUIDE

PUBLISHED ANNUALLY BY

**THE HAMLY PRESS LTD.**

10161 112TH STREET, EDMONTON, ALBERTA, CANADA

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Phone GA 4-1131

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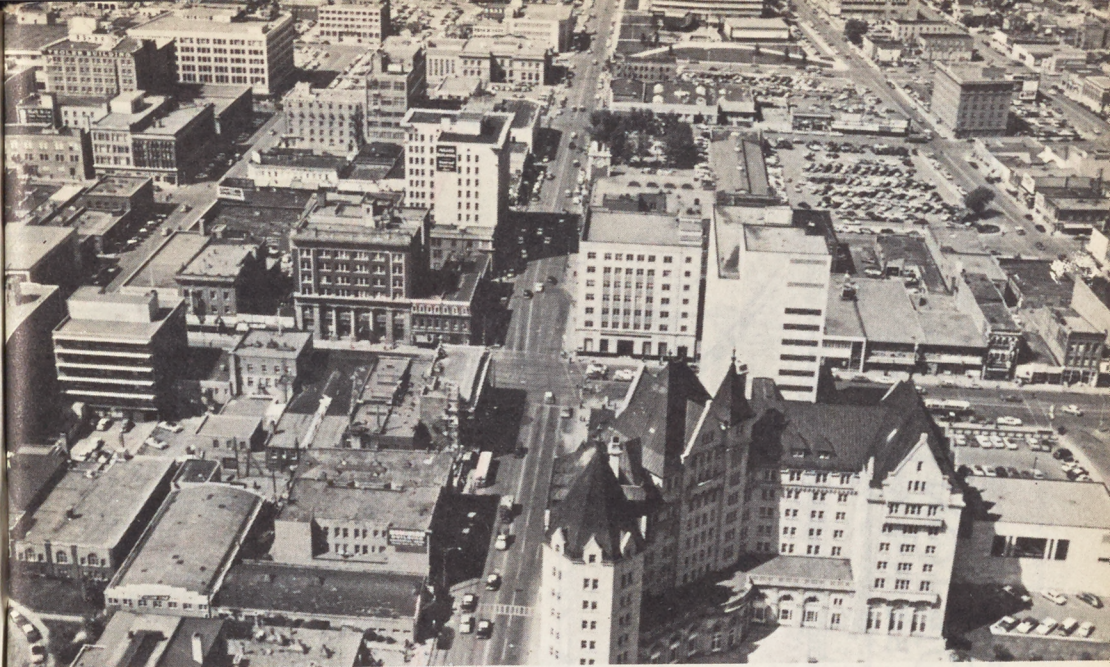
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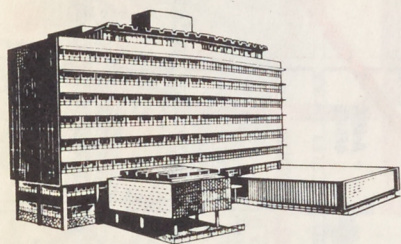
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# Welcome to Edmonton



Edmonton, 4th largest city in Canada, welcomes you! Over 300,000 friendly people extend a warm and sincere invitation for an enjoyable visit in this modern Western metropolis.

Western hospitality is a tradition in this capital city of the Province of Alberta. Since the early days of the west we have extended a warm welcome to the traveller. The adventure and excitement of new vistas are yours to unfold in this, the Playland of the Prairies. We hope that you will enjoy and participate in the spirit of friendliness for which Edmonton is renowned, and that once you have visited us you will return.

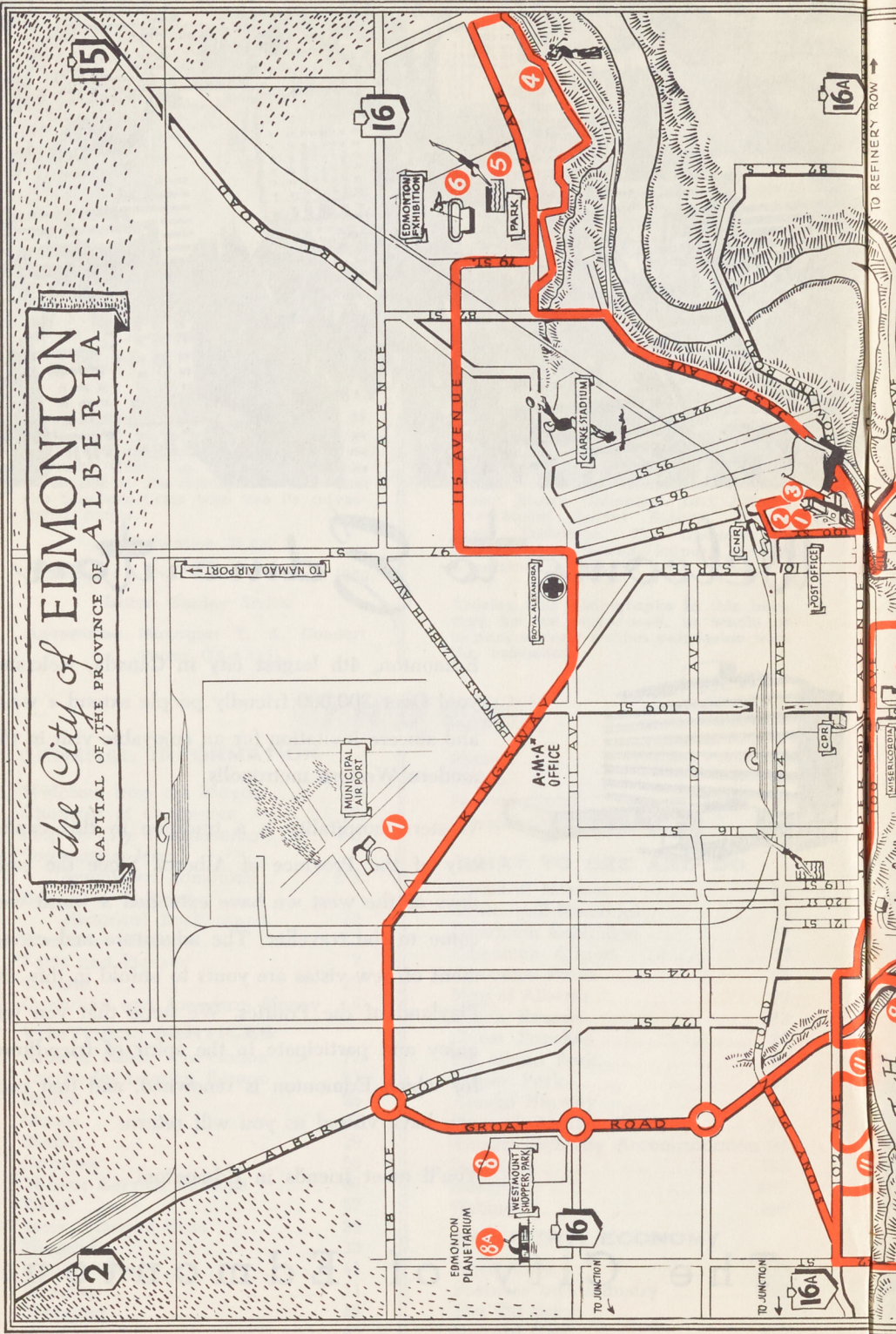
You'll meet friends in Edmonton!

## The City of Edmonton



# the City of EDMONTON

CAPITAL OF THE PROVINCE OF ALBERTA









## THE ALBERTA GOVERNMENT TRAVEL BUREAU EXPLAINS

# American and Canadian Money

The Canadian dollar is somewhat stronger than the United States dollar on the foreign exchange market at present principally because very heavy American investments in Canada's expanding industrial development, municipal debentures, etc. have created a big demand in the United States for Canadian funds.

The difference in the exchange rate places the American exporter in a better position than the Canadian exporter in the world's foreign markets but to devalue the Canadian dollar would damage Canada's economy and would pay back to American investors a weak dollar for every strong dollar invested. American investors would lose hundreds of millions of dollars.

The foreign exchange rate which fluctuates from time to time is set from day to day by the Bank of International Settlements—not by the Canadian government—and is determined principally by quotations on the Wall Street New York market.

To get full value and also to avoid embarrassment, American visitors are urged to have their United States currency, travellers' cheques etc. exchanged for Canadian currency at Canadian banks. Canadian coinage only should be used in Canada. Put your United States coins aside and keep them until you return home. They may be discounted considerably more than United States paper. U.S. coins must be returned to the United States at a higher cost than paper money because of their greater weight. Likewise, while in Canada do not accept United States coins as change unless you are given the benefit of the discount or unless you intend to keep them until you get home.

If you were travelling in Europe or Asia, you would use the currency of each country you were visiting and think nothing of it. Although they are both called "dollar", Canadian and United States currencies are entirely different. Therefore, while travelling in Canada, please use Canadian currency only. When you are leaving Canada, you should sell your Canadian currency back to a Canadian bank and get the full value of the premium to which you will be justly entitled.

Dan E. C. Campbell  
Director  
Alberta Travel Bureau



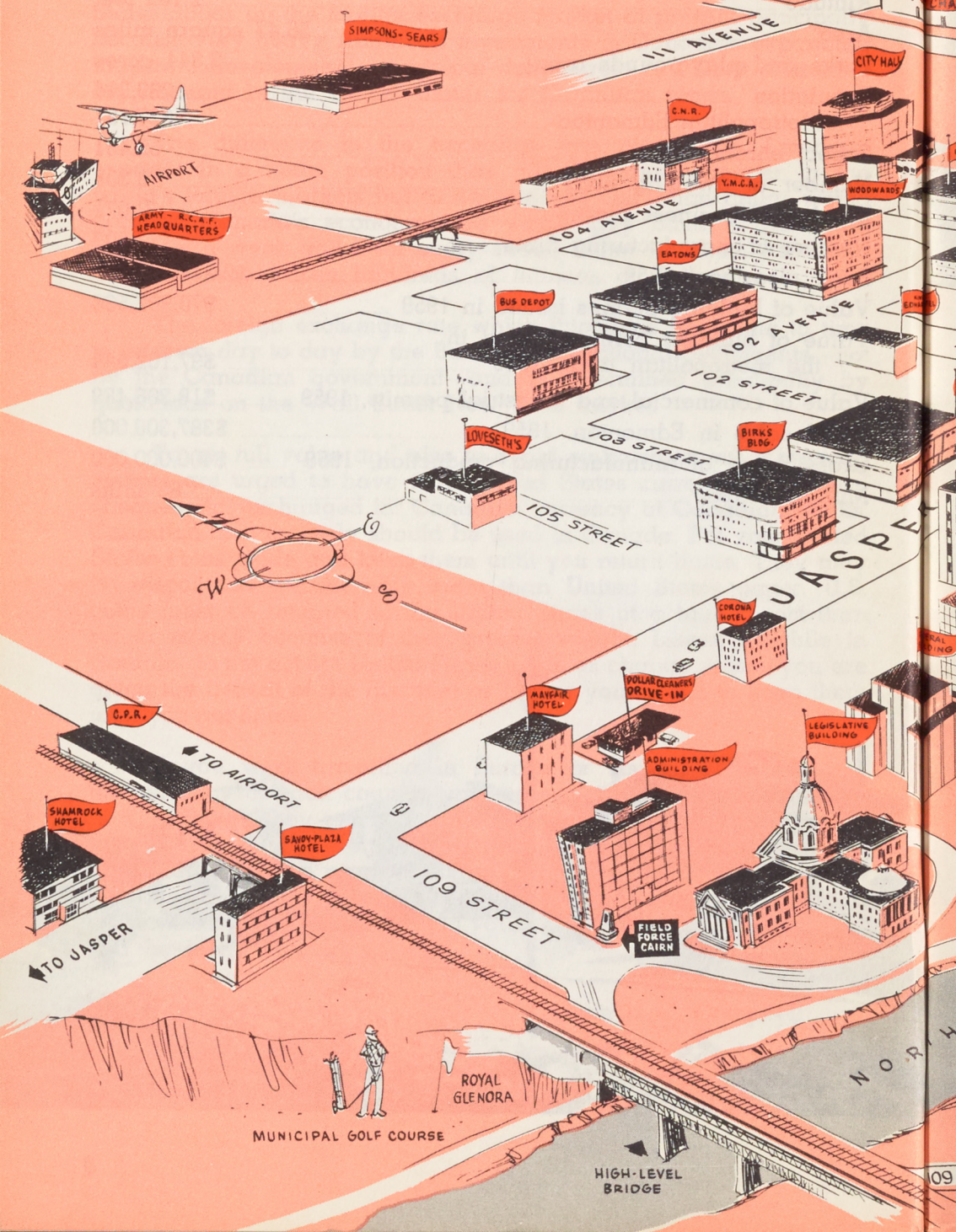
# *Interesting Facts and Figures About the City of Edmonton*

Altitude .....	2,182 feet
Area .....	56.47 square miles
Parks and playgrounds area .....	3,844 acres
Population .....	269,314
Metropolitan Edmonton .....	327,151
School enrolment .....	52,431
Number of dwelling units .....	78,358
Number of business places .....	7,071
Number of manufacturing firms .....	507
Bank clearings, 1959 .....	\$2,344,183,987
Value of building permits issued in 1959 .....	\$70,907,538
Value of building permits issued in the metropolitan area, 1959 .....	\$97,102,544
Value of commercial and industrial permits, 1959 .....	\$18,386,489
Retail sales in Edmonton, 1959 .....	\$387,300,000
Gross value of manufacturing production, 1959 .....	\$400,000,000
Mill rate, 1960 .....	63 mills

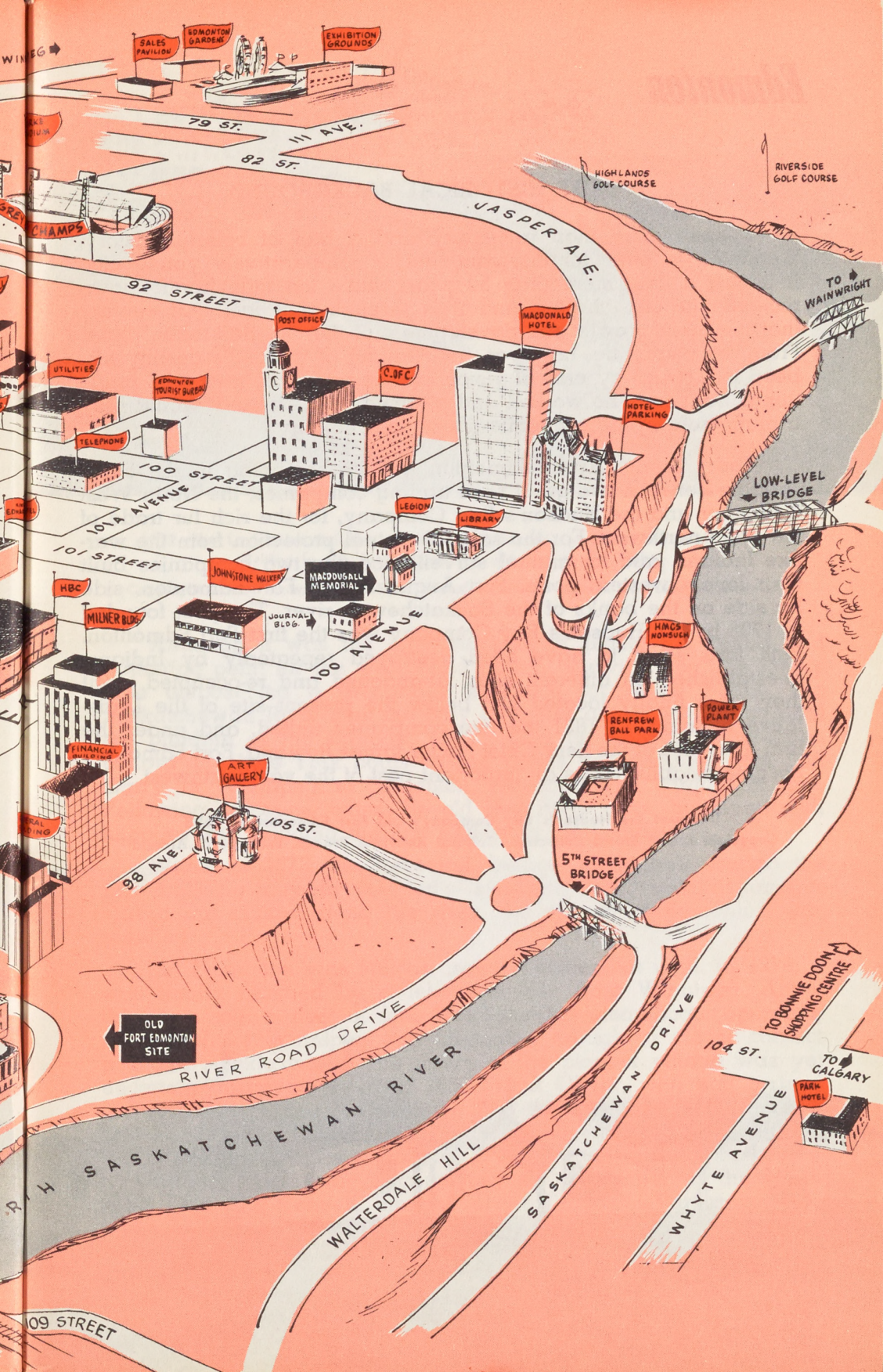




TO SASKATOON - WINEG







SALES PAVILION  
EDMONTON GARDEN  
EXHIBITION GROUNDS

79 ST.  
111 AVE.  
82 ST.

CHAMPS

92 STREET

UTILITIES  
TELEPHONE

EDMONTON TOURIST BUREAU

100 STREET

101A AVENUE

101 STREET

HBC  
MILNER BLDG.

JOHNSTONE WALKER  
JOURNAL BLDG.

100 AVENUE

FINANCIAL BLDG.

ART GALLERY

98 AVE.  
105 ST.

OLD FORT EDMONTON SITE

RIVER ROAD DRIVE

SASKATCHEWAN RIVER  
WALTERDALE HILL

99 STREET

JASPER AVE.

HIGHLANDS GOLF COURSE

RIVERSIDE GOLF COURSE

MACDONALD HOTEL

HOTEL PARKING

LEGION

LIBRARY

MACDOUGALL MEMORIAL

H.M.C.S. HONSAUER

RENFREW BALL PARK

POWER PLANT

5TH STREET BRIDGE

TO BONNIE DOON SHOPPING CENTRE

SASKATCHEWAN DRIVE

104 ST.

WHYTE AVENUE

TO CALGARY

PARK HOTEL

EDMONTON

EDMONTON



# Edmonton



## A BRIEF HISTORICAL BACKGROUND

Despite more than a century and a half of colorful history, Edmonton is, even for this continent, a comparatively young city. It is just a little more than 50 years since the little frontier town received its city charter, and it is through that last half century that the main growth and development of the city has taken place. From the beginning, however, the shaping of the city's destiny has been influenced by men of vision and imagination, men who made things happen, who worked and planned for a city that would play a major role in the economic life of their country.

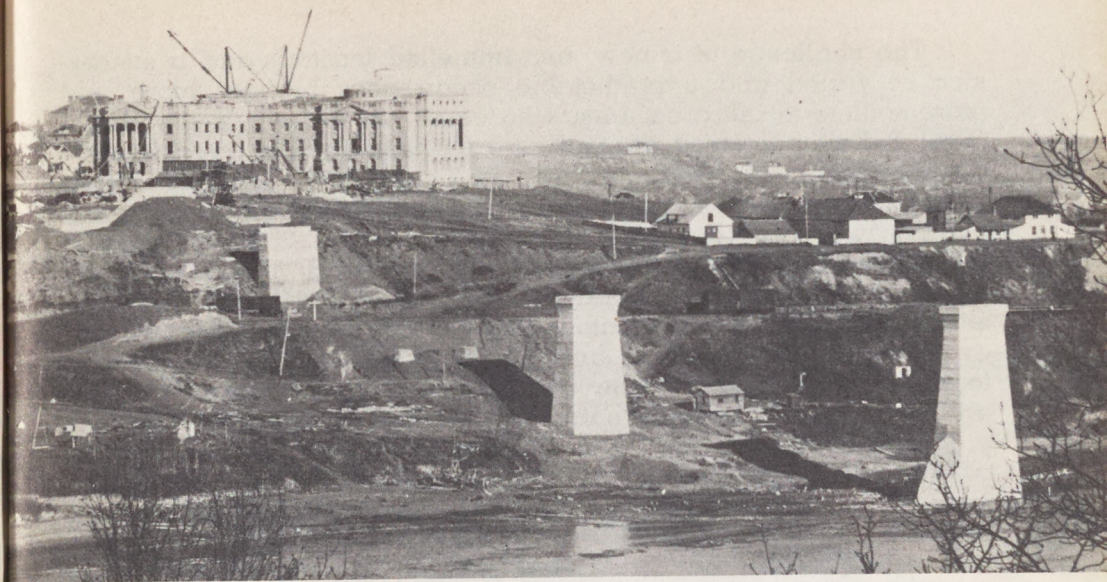
The present City of Edmonton had its beginning in the fierce struggle between two great rival trading companies, the North West Company and the Hudson's Bay Company, for the rich fur trade of the great northwest. For the sake of mutual protection from the war-like Indians, and for mutual surveillance, the two companies built their lonely western posts, Fort Augustus and Fort Edmonton, side by side on the banks of the Saskatchewan river. The post founded in 1795 by the Hudson's Bay Company was the first Fort Edmonton. Both forts seem to have been destroyed repeatedly by Indians, re-established on different sites, abandoned and re-occupied, until they were finally located just below the present site of the Legislative Building. In 1821 the two companies united, and under the firm guidance of the fiery Chief Factor James Rowand, Fort Edmonton became established as an important post of the vast northwest.

This was the Hudson's Bay Company's old Fort Edmonton in 1898

Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta







1912—The Legislative Building is under construction; piers for the High Level Bridge in the foreground; the old fort to the right

Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta

Although it was the only stopping-off place, the centre and gathering point for the westbound march of civilization, the lonely little outpost led a precarious existence for many years. The Saskatchewan River was the only highway across the plains until the building of the railroad, and plying its waters, freight-laden canoes and little York boats carried goods and supplies from Fort Garry, or Winnipeg, to Edmonton, returning with cargoes of furs. Following its course came the old Red River carts, burdened with supplies and bringing the first settlers to the prairies.

When, in 1873, the Reverend George McDougall erected the first building outside the fort's stockade, and several families staked out claims along the river, the village of Edmonton was founded.

But Edmonton was still an isolated settlement until, in 1879, it was finally reached by a telegraph line from Winnipeg. About this time, too, a fleet of four wood-burning steamboats operating between Lake Winnipeg and Edmonton brought a closer contact with the outside world. The future of the pioneer village was yet uncertain, however, when in 1880 Frank Oliver, who had arrived a few years earlier, founded the first newspaper, the "Edmonton Bulletin." This man had an abounding faith in the great prospects of the young settlement, and for many years, through his newspaper, and in his official capacities as a member of the North West Territorial Council, member of the Dominion Parliament and Minister of the Crown, he led the town through a stubborn battle for its very life. To the Honourable Frank Oliver the present city of Edmonton probably owes more than to any other single man who influenced its early growth to maturity.



The challenge of a new, untrammelled territory and a succession of varied and unpredictable occurrences brought more and more settlers to the area. Men who came out to fight in the North-West Rebellion stayed on and sent for their families and friends. Great numbers of the huge crews who pushed the railroad across the prairies decided to remain and join in the building of the west. In 1891, when the first spur of the railroad from Calgary reached the south bank of the Saskatchewan River, just across from Edmonton, the town numbered about 400 people. During the Klondike Gold Strike of 1898 Edmonton became the starting point of the overland route to the north, and the population swelled temporarily to about 3,000. In 1904 the thriving community became a city, and two years later was made the capital of the newly formed province of Alberta. By 1912, Edmonton and the town of Strathcona on the other side of the river had become one, and were joined by a huge traffic bridge. In ten years the population had increased from about 3,000 to nearly 30,000 people. A tremendous real estate boom that had been gaining impetus during these years now culminated in fantastic sales of Jasper Avenue property for as much as \$2,000 a front foot. And then the bubble burst.

However, with the coming of the railways linking Edmonton with the east, the west and the great Mackenzie river valley of the north, the economic future of the city was assured. Expansion and growth settled into a more even and steady pace, until the developments of recent years. Today the solitary little outpost of the North West Territories is a great sprawling metropolis, gateway to the north country, centre of Canada's oil industry, and crossroads of the world.







## *Edmonton Today*

Little more than half a century has passed since prospectors, outfitting at Edmonton for the rush to the Klondike, found a sprawling little pioneer town in the wilderness. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement — of things happening, big things, in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Focal point of a rich farming, lumbering and mining area, situated at the threshold of the Peace River country and the vast north, Edmonton, railhead of the province, is the natural marketing and distribution centre for the riches of land and mine, forest and stream. Supporting an economy based mainly on agriculture, the city has,



until recent years, confined its industrial and manufacturing activities, for the most part, to production serving the needs of the immediate area. But with the development of the tremendous oilfields of the region, industrial growth has forged rapidly forward. A startling program of mushrooming expansion has overtaken the city. Vast reserves of natural gas make available the necessary power, and in some cases, the raw materials, for all kinds of industrial projects. This, together with Edmonton's strategic location and the bright prospects of the oil industry, has brought hundreds of new enterprises here. The establishment of giant chemical industries, satellite secondary industries, and a large number of manufacturing, assembly and distributing plants is a direct outgrowth of oil and gas discoveries. Edmonton is recognized today as the logical location for new industry in the west. Complete information regarding opportunities, markets and costs of operation may be obtained from the Industrial Director, City Hall, Edmonton.

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton", and high above them proudly tower the many storeys of tall office buildings and sleek, modern department stores. All along Jasper Avenue gleam acres of display windows. Hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a commercial and financial centre.

There is beauty, too, in the residential districts of the city, where many fine modern homes with landscaped grounds command magnificent views of the sweeping river valley.

The city's telephone and transportation systems, the light, water and power plants are city-owned and operated. To meet the demands of the recent rapid expansion in Edmonton, the telephone, water and sewer facilities have more than doubled in the past ten years, while paved roads and sidewalks have tripled in the same decade.

The tremendous increase in population has more than doubled the enrolment in Edmonton public schools in the past eight years and this has meant a huge school-building program, 61 new schools having been opened here in the past ten years. All new districts are well provided with schools and Edmonton schools are amongst the finest on the continent, well equipped and well staffed. All are surrounded by large, attractive playing grounds with lawns, trees and shrubs. The five large high schools accommodate as many as 40 classes each, and provide gymnasiums, science laboratories, libraries, cafeterias, and in two cases, large auditoriums. There are at present 122 public and separate schools, with a total enrolment of 52,431 students.





Tall office buildings are springing up in what were recently quiet residential streets.

The continually expanding University of Alberta, which has for many years enjoyed an enviable reputation in educational circles, is also located here, and one of Edmonton's nine large modern hospitals is connected with the university. Four excellent libraries and the Edmonton Art Gallery are open to the public every day.

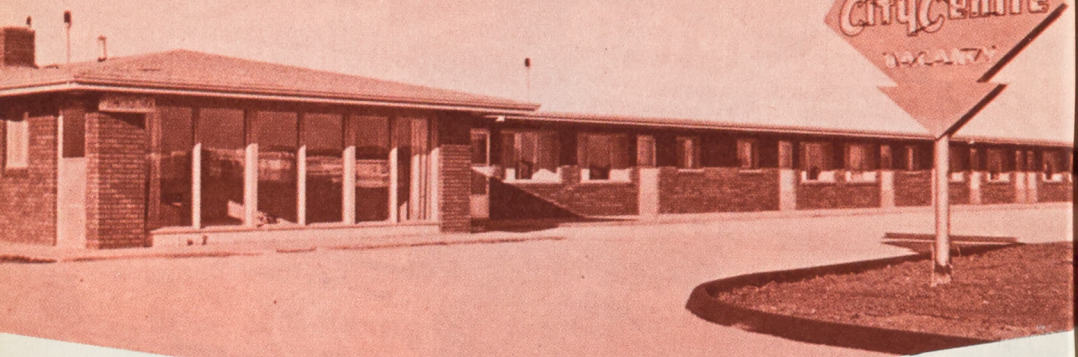
There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. The opening of the magnificent new Jubilee Auditorium, one of the finest concert halls on the continent, has stimulated a resurgence of the lively arts in Edmonton.

Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Spectator sports, such as football, baseball and hockey draw big crowds. Several large motion picture theatres, dancing spots and night clubs cater to the city's night life.

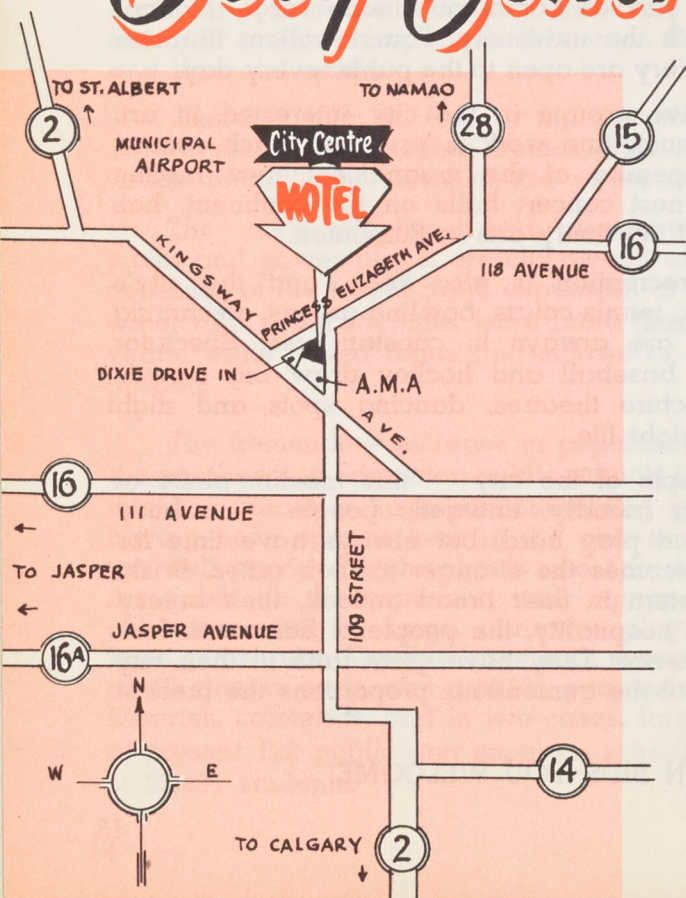
And what of the people of the city — this meeting-place of many races? They are a friendly, energetic people — a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.

**EDMONTON BIDS YOU WELCOME!**





# City Centre Motel



EDMONTON'S  
*Newest*  
DOWN-TOWN MOTEL

LOCATED NEXT TO  
THE A.M.A. ON 109th ST.  
BETWEEN KINGSWAY AND  
PRINCESS ELIZABETH AVE.

PHONE GR 9-2042

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- Telephones
- Television
- Modern Kitchen Facilities
- 4 Star Rating ★ ★ ★ ★





# *Alberta Motor Association*

In Edmonton, the Alberta Motor Association is the authority on motor travel, road conditions and weather conditions throughout the province. An efficient communications system maintained by the Association ensures the motorist of accurate, up-to-the-minute travel information of all kinds. For road and weather news, for advice on the best routes to travel, for road maps, routing plans, informative folders and brochures about points of interest and about Provincial and National Parks, visiting motorists are invited to contact the A.M.A.

Call at the attractive new A.M.A. office at 109th Street and Kingsway Avenue or phone GR 9-4241.

This handsome new A.M.A. office building was built in 1957.





*what*  
DO YOU WANT TO KNOW  
ABOUT  
*Edmonton?*

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OIL AND GAS  
DEVELOPMENT  
BUSINESS  
PROSPECTS  
INDUSTRY  
AVIATION  
TRANSPORT  
AND  
DISTRIBUTION

VISITORS,  
BUSINESSMEN,  
INDUSTRIALISTS . . .

*call on the*

CHAMBER OF COMMERCE

. . . for information and assistance. The Chamber of Commerce will be glad to help you. Just drop into our office or write to

THE EDMONTON  
CHAMBER OF COMMERCE

PHONE GA 2-5118



9905 101A AVENUE



# THE EDMONTON CHAMBER OF COMMERCE

**bids you welcome**

**TO CANADA'S FOURTH LARGEST CITY!**



**J. A. WEBER**

President of the Edmonton  
Chamber of Commerce

The some 1,900 members of the Edmonton Chamber of Commerce bid you a hearty and sincere welcome to our City. We hope that your visit here will be a happy one and that you will take back with you to your home pleasant memories of your stay in Edmonton.

While you are here we hope you will enjoy the warm and friendly hospitality for which our people are noted.

We also hope that you will take time out to enjoy the scenery provided by our lovely river valley, to see our pleasant residential areas, to visit our City Hall, our famous auditorium and our new Storyland Valley children's zoo. We are sure that our many fine retail stores will make shopping in Edmonton a real pleasure.

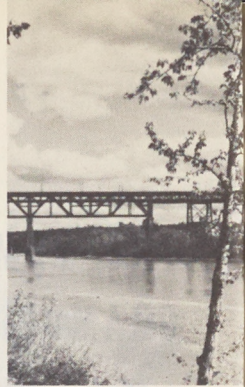
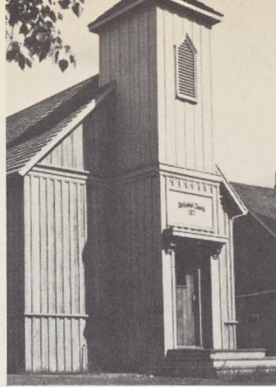
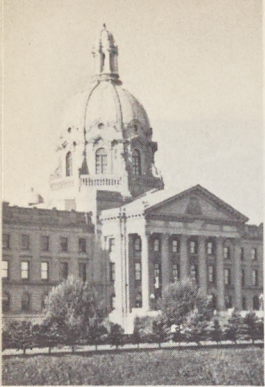
The Edmonton Chamber of Commerce has played an important part in the growth of our City—in the past ten years Edmonton has been the fastest growing metropolitan area in Canada. It is located in the heart of the oil and natural gas industry, it is the geographic centre of Alberta and the natural supply outlet to the vast Northland. Edmonton is indeed the gateway to the North! The future of our City is a bright one; tremendous new oil reserves are being established in Swan Hills northwest of the city and the great country to the North of us is developing rapidly.

The Management and Staff of the Edmonton Chamber of Commerce would be more than pleased to have you drop in and see them and they will be happy to give you any information about Edmonton and the surrounding area that you might require.

**THE EDMONTON CHAMBER OF COMMERCE**

Telephone GA 2-5118 • 9905 101A Avenue





*see Edmonton*

*with*

## CAPITAL CITY SIGHTSEEING TOURS

TICKETS AT GREYHOUND  
BUS DEPOT OR  
PHONE GA 2-1224,  
EDMONTON TOURIST BUREAU

**CITY TOUR — WESTSIDE**  
Tour No. 1—1½ hours  
\$1.50

Includes the Legislative  
Building, High Level  
Bridge, University Camp-  
us, and tour of Jubilee  
Auditorium.

**DELUXE TOUR**  
Tour No. 3—3¼ hours  
\$3.00

Guided tour of Legisla-  
tive Building, Jubilee  
Auditorium and Story-  
land Valley Zoo.

**CITY TOUR — EASTSIDE**  
Tour No. 2—2 hours  
\$2.00

Visit to McDougall  
Memorial, Chemical  
Valley and industrial  
area, Borden Park and  
Highlands Drive.

**GENERAL DRIVE AND  
CAMERA TOUR**  
2 hours \$2.00

A general drive of  
Edmonton, with many  
stops for scenic pictures.  
Bring your camera!

**All tours start from Greyhound Bus Depot,  
102nd Avenue and 102nd Street**



Edmonton's new Federal Building at 98th Avenue and 107th Street.





## Tourist Information

Edmonton's Tourist Information Bureau is located at 10189 100th Street, just north of the Post Office, in the centre of the downtown area. The Bureau is open to welcome you to Edmonton from 9 o'clock in the morning to 5 o'clock in the evening daily except Sunday during the summer months. Visitors to the city are cordially invited to drop in for any information they may require.

Informative folders and other descriptive literature dealing with Central and Northern Alberta, the Alaska Highway and all National Parks in Alberta are available here, as well as Alberta road maps. The friendly, efficient staff is always happy to be of assistance and all members are prepared to give you information and help you with route planning.

Sightseeing bus tours of the city may also be arranged, during the summer season, through the Edmonton Tourist Bureau.

During the summer months the Tourist Information Bureau is headquarters for the Canadian Rockies Teletype Service, linking Edmonton with Jasper, Calgary, Banff, Fort Macleod, Waterton Lakes, Lethbridge and St. Mary's Lake, Montana, and makes reservations at these points for tourists. Phone GA 2-1224 for this service or any travel information you require.

### A FELLOW NEEDS EQUIPMENT for good pictures....

but he needn't make a  
Cart-Horse of himself...

The secret is to have the **right** equipment for the job. See us for advice about the kind of photographic equipment you need to get the best vacation pictures you've ever made. You'll find that a neat, compact kit will carry it all.

- CAMERAS
- MOVIE CAMERAS
- PORTRAIT LENS
- TELESCOPIC LENS
- LIGHT METERS
- COLOR FILTERS
- FILM—  
in color and  
black and white

2 STORES TO SERVE YOU

## McBAIN CAMERA SPECIALTY LTD.

10247 JASPER AVENUE and WESTMOUNT SHOPPERS' PARK





*Betty Bates*  
**WELCOMES YOU  
 TO EDMONTON**

AND TO . . .



**EDMONTON'S FAVORITE APPLIANCE AND MUSIC DEALER**

*featuring* **RCA VICTOR**

- PORTABLE TV AND PORTABLE RADIOS  
for travelling fun and entertainment
- STEREO - ORTHOPHONIC HI-FI EQUIPMENT
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REFRIGERATOR - FREEZERS • WASHERS  
 HOME CLEANING SYSTEM



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 104 STREET  
 AND 82  
 AVENUE



CORNER  
 95 STREET  
 AND 118  
 AVENUE

**WE BUY DIRECT**  
 to guarantee you  
**BIG SAVINGS!**



**2 BIG STORES**





## *Climate*

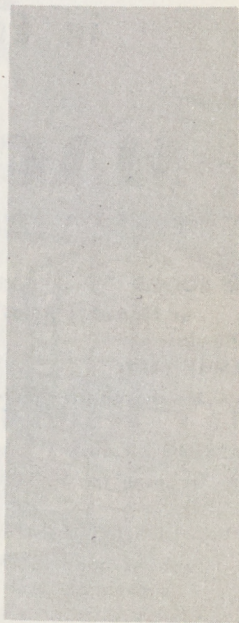
High and dry, clear and sunny, the climate of central Alberta, although subject to marked changes from season to season, is extremely pleasant. The air is clear and invigorating and the skies are bright and sunny the year around.

Summer climatic conditions here are ideal for the rapid, luxuriant growth of vegetation which results in excellent crop yields each year. Although the yearly rainfall is comparatively light, most of it comes during the growing season. Since the clay subsoil is very retentive of moisture, and there are no hot, parching winds, this light rainfall is quite sufficient for strong, heavy crop growth.

Extreme heat is almost unknown, the temperature seldom going above 80 to 85 degrees in the shade. Because of the lack of humidity these high temperatures cause no distress, and even at the hottest times of the year the nights are always fresh and cool.

The winter snowfall is fairly light, and rarely exceeds 12 inches at any time. Occasional low temperatures are registered, but such cold spells usually last for only very brief periods.

But above all—Alberta skies are blue and full of sunshine.



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Financial Building





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*Modern comfort with friendly hospitality and the finest hotel service*

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at Moderate Rates

**FAMILY PLAN**  
No charge for children under 14

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features good food at  
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featuring the new  
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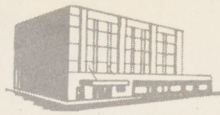
the hotel's beautifully appointed,  
fully licensed lounge

and the luxurious elegance of the  
**Licensed Dining Lounge**

famous for its fine cuisine

FOR INFORMATION AND RESERVATIONS, WRITE DIRECT TO THE HOTEL  
H. W. ASLIN, RESIDENT MANAGER





## Hotels

Airlines Motor Hotel, Municipal Airport .....	Phone GL 5-4191
Cecil Hotel, 104th Street and Jasper Avenue .....	Phone GA 2-1131
Corona Hotel, 10625 - 37 Jasper Avenue .....	Phone GA 2-7106
Gateway Hotel, 10038 106th Street .....	Phone GA 4-8055
Guest Hotel, 10141 105th Street .....	Phone GA 2-7718
King Edward Hotel, 10180 101st Street .....	Phone GA 2-4161
Kingsway Motor Hotel, 108th St. and Kingsway Ave. ....	Phone GR 9-4266
Macdonald Hotel, 100th St. and Jasper Avenue ...	Phone GA 4-5181
Mayfair Hotel, 108th Street and Jasper Avenue ...	Phone GA 4-7265
New West Hotel, 15025 111th Avenue .....	Phone HU 9-2511
Park Hotel, 104th Street at 80th Avenue .....	Phone GE 3-6441
Savoy-Plaza, 11025 Jasper Avenue .....	Phone HU 8-4845
Selkirk Hotel, 101st Street and Jasper Avenue .....	Phone GA 2-4111
Shamrock Apartment Hotel, 11810 Jasper Avenue .....	Phone HU 8-4815
Villa Laurier Hotel, 9937 108th Street .....	Phone GA 2-7431
Yale Hotel, 10015 Jasper Avenue .....	Phone GA 2-5158

DINE AND RELAX AT THE FASHIONABLE

## BLUE WILLOW ROOM

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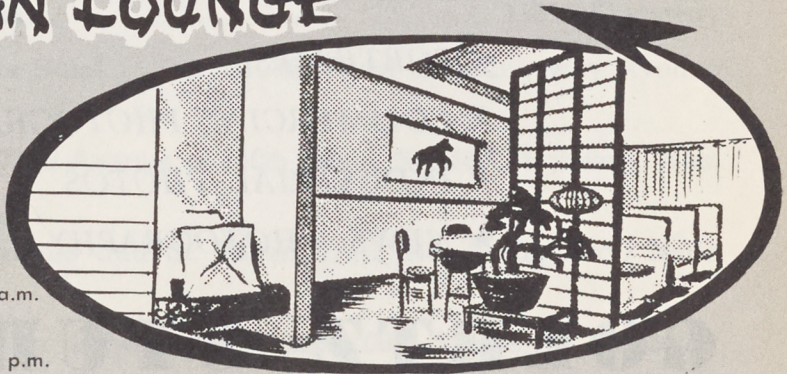
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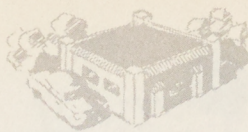
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HUDSON'S BAY STORE

• PHONE GA 4-4055

• PHONE GA 4-0121





## *Motels*

Airlines Motor Hotel .....	Municipal Airport
Alaskan Motor Court .....	Corner 109th Street and Kingsway
Ambassador Motel .....	8525 109th Street
Aurora Motel .....	15145 111th Avenue, No. 16 Highway, West
Beverly Motel .....	11705 46th Street, No. 16 Highway, East
Capital Auto Court .....	6622 104th Street, No. 2 Highway, South
City Centre Motel .....	11310 109th Street
Clock Auto Court .....	155th Street on No. 16A Highway, West
Dunn's Auto Court .....	6420 101st Avenue, No. 16A Highway, East
Edmonton Auto Court .....	71st Avenue and 104th Street, No. 2 Highway, South
El Paso Motel .....	10321 53rd Avenue, No. 2 Highway, South
Eski-mo-tel .....	No. 16 Highway, West
Gateway Motel .....	10412 63rd Avenue, No. 2 Highway, South
Grove Motel .....	No. 2 Highway, South
Imperial Motel .....	11137 108th Street
Jack & Jean's Motel, 15820 Stony Plain Road, No. 16A Highway, West	
Kingsway Cabins .....	11311 Kingsway
Kingsway Motor Hotel .....	108th Street and Kingsway Avenue
Linda Auto Court .....	102nd Avenue at 140th Street, No. 16A Highway, West
Northgate Motel —137th Avenue and St. Albert Trail, No. 2 Highway, North	
North Star Auto Court .....	between 107th and 108th Streets on Kingsway
Pan American Motel .....	10626 Kingsway Avenue
Patricia Motel .....	7730 101st Avenue, No. 16A Highway, East
Peace River Lodge Motel .....	11212 107th Street

(Continued on next page)



(Continued from page 27)

### Royal Scot

Motel --- No. 16 Highway, West; 1½ miles West of CFRN-TV

Sheffield Motel —111th Ave. and 156th St., No. 16 Highway, West

South Bend Motel ..... 5130 103rd Street

Stone's Motel --- 16220 Stony Plain Road, No. 16A Highway, West

Totem Motel ..... 3½ miles West on No. 16 Highway

Van Winkle Motel ..... 5116 103rd Street, No. 2 Highway, South

Village Motel --- 16003 Stony Plain Road, No. 16A Highway, West

Western Motel —153rd St. and 111th Ave., No. 16 Highway, West

Wind Mill Motel ..... No. 16 Highway, West

Grove Motel ..... No. 2 Highway, South

Highway No. 15 Trailer Court ..... 13571 Fort Road

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Terraced Heights Trailer Park ..... 45th Avenue and 104th Street



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## HOTEL DINING ROOMS

Airlines Hotel Dining Room .....	Municipal Airport
Corona Hotel Dining Room .....	10625 Jasper Avenue
King Edward Hotel Grill Room .....	10180 101st Street
Macdonald Hotel	
Dining Room DL, CL .....	100th Street and Jasper Avenue
Mayfair Hotel Dining Room .....	108th Street and Jasper Avenue
Florentine Room,	
Kingsway Motor Hotel DL, CL .....	10802 Kingsway Avenue

## RESTAURANTS

Allen's Restaurant, Lincoln Hotel DL .....	10266 102nd Street
Aquarium Restaurant DL, CL .....	Bonnie Doon Shopping Centre
Blue Danube Restaurant DL, CL .....	10307 82nd Avenue
Blue Willow Restaurant,	
Chinese Cuisine DL, CL .....	10041 Jasper Avenue
Golden Door Restaurant DL, CL .....	10123 101st Street
Chick's Supper Club .....	¾-mile south on No. 2 Highway
Ciro's DL, CL .....	102nd Street and Jasper Avenue
Corona Hotel Restaurant .....	10625 Jasper Avenue
El Mexican Restaurant, Mexican Cuisine ..	14218 96th Avenue
Glengarry Supper Club DL, CL .....	10052 106th Street
Ham Shack .....	5704 101st Avenue
Isle of Capri Supper Club DL, CL .....	15425 111th Avenue
Macdonald Hotel Coffee Shop ..	100th Street and Jasper Avenue
Paddock Supper Club DL, CL .....	8123 118th Avenue
Park Hotel Dining Lounge DL, CL ..	104th Street at 80th Avenue
Seven Seas Restaurant,	
Chinese Cuisine DL, CL .....	10525 Jasper Avenue
Sahara Restaurant, Continental European	
Cuisine DL, CL .....	adjoining Shoppers' Park Westmount
Shasta Cafe DL, CL .....	10011 Jasper Avenue
Smitty's Pancake Bar .....	105th Street and Jasper Avenue
Steak Loft DL, CL .....	9974 Jasper Avenue
The Purple Lantern, Chinese Cuisine .....	10049 101A Avenue
The Viking Smorgasbord .....	10149 103rd Street
Warwick's Fine Foods DL .....	10052 109th Street
Western Supper Club DL, CL .....	15110 Stony Plain Road

DL—Dining lounge, where wines and cocktails may be served with meals.  
CL—Separate cocktail lounge.





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**ANYWHERE at ANYTIME**

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**Chick's Supper Club**, dining and supper dancing  
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**Club Mocombo**, supper dancing ..... No. 2 Highway, North

**Glengarry Supper Club**, dining and supper dancing  
DL, CL —10052 106th Street

**Isle of Capri Supper Club**, supper dancing  
DL, CL —15425 111th Avenue

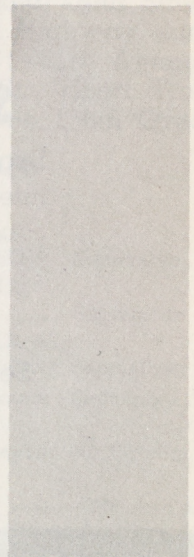
**Paddock Supper Club**, dining, supper dancing  
DL, CL —8123 118th Avenue

**Rainbow Ballroom** ..... 10827 82nd Avenue

**Trocadero Ballroom**, supper dancing ..... 10151 103rd Street

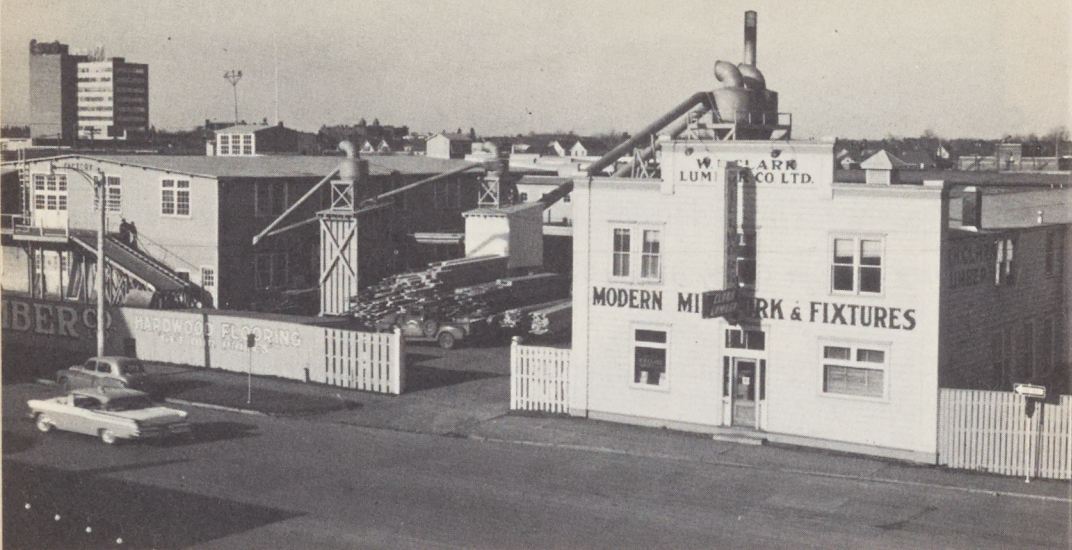
**Western Supper Club**, supper dancing DL, CL 15110 Stony Plain Road

DL—Dining lounge, where wines and cocktails may be served with meals.  
CL—Separate cocktail lounge.



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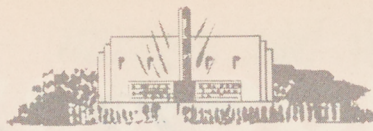
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Rialto	10134-101st Street
Strand	10211 Jasper Avenue
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Annex	6420-118th Avenue
Avenue	Corner 91st Street and 118th Avenue
Garneau	87th Avenue and 109th Street
Palace	9621-82nd Avenue
Roxy	10708-124th Street
Sahara	adjoining Shoppers' Park, Westmount
Tivoli	146th Street, Stony Plain Road
Varscona	10907-82nd Avenue

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Sky-Vue Drive-In	1 mile south of No. 16 Highway east
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St. Albert Drive-In	North on St. Albert Trail
Starlite Drive-In	South of Stony Plain Road on 156th Street

## NORTHERN ALBERTA JUBILEE AUDITORIUM

87th AVENUE AND 114th STREET

### SCHEDULE OF ENTERTAINMENT

THE ARMY SHOW	May 7	VICTOR BORGE SHOW	September 23
MAYTIME CARNIVAL,		WILLIAM WARFIELD,	
Gym Demonstration	May 14	Concert	September 23
THE RELUCTANT DEBUTANTE		BETTY JEAN HAGEN and	
Comedy	May 19 to 21	T.A.C. BAND Concert	September 28
MYRON COHEN,		RED CHINA, Travelogue	September 29
Personal Appearance	May 23	WHITE HEATHER	
UKRAINIAN DANCE		CONCERT—September 30, October 1	
FESTIVAL	May 28	BLACK HILLS	
SACRED CONCERT	May 29	PASSION PLAY	October 4-8
SUMMER FESTIVAL		HART HOUSE STRING ORCHESTRA,	
OF ARTS	June 3 and 4	Concert	October 12
GORDIE TAPP		ELSA LANCHESTER SHOW	October 15
VARIETY SHOW	June 11	EDMONTON SYMPHONY	
SACRED CONCERT	June 25	CONCERT	October 16
ROYAL HAWAIIAN POLYNESIAN		TORY LECTURES	October 25 and 26
REVUE	June 29 and 30	SCOTLAND OF THE SCOTS,	
DIE FLEDERMAUS, Opera	August 8	Travelogue	October 28
TWELFTH NIGHT, Drama	August 12	EDMONTON FILM SOCIETY,	
PEKIN OPERA	August 16-20	Film	October 31
LOUIS ARMSTRONG			
SHOW	September 12		



# Kingsway *Cabins*

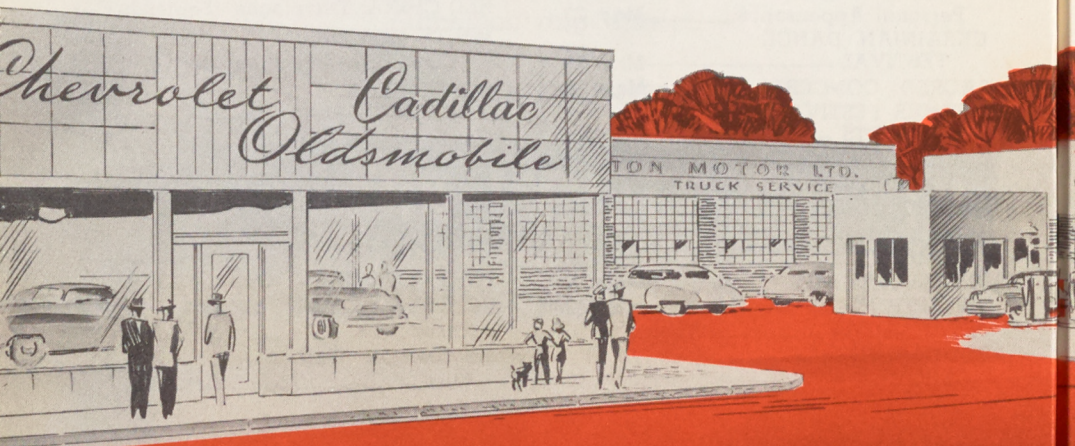


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Healy Motors (Ford-Edsel), Jasper Ave. at 106th St. ....	Phone GA 4-7331
Hood Motors, 82nd Ave. at 107th St. ....	Phone GE 9-0071
Jenner Motors Ltd. (Buick, Pontiac, Vauxhall), Jasper Ave. at 107th St. ....	Phone GA 4-8091
Loveseth Ltd., 10180 105th St. ....	Phone GA 4-5171
Mayfair Motors (Rambler, Renault), Jasper Ave. at 116th St. ....	Phone HU 8-4762
Miller Motors Ltd. (Chrysler, Plymouth), 10019 104th St. ....	Phone GA 4-1868
Mills Motors Ltd., 10050 108th St. ....	Phone GA 2-2312
South Park Motors (Pontiac, Buick), 106th St. and 82nd Ave. ....	Phone GE 9-0081
Sterling Motors Ltd., 10620 82nd Ave. ....	Phone GE 3-3167
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Open 24 hours every day, except Sundays when they are open  
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#### Aero Service Station,

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Borden Park Service, 8145 112th Ave. .... Phone GR 7-8701

Capital City Car Sales, 11306 Jasper Ave. .... Phone HU 8-3644

Crescent Motors Co. Ltd., 14002 Stony Plain Road .. Phone HU 8-5533

#### Down Town Service Ltd.,

103rd Ave. and 102nd St. .... Phone GA 2-7786

Field's Service Station, 12723 Fort Road .... Phone GR 7-1799

#### Glenora Service Station,

124th St. and 102nd Ave. .... Phone HU 8-3212

Grierson Service Station, 9625 Jasper Ave. .... Phone GA 2-4723

Gunderson's Auto Service Co. Ltd., 11660 142nd St. .... Phone GL 5-1946

Jenner Motors Ltd., 107th St. at Jasper Ave. .... Phone GA 4-8091

Leeson Bros. Service Garage, 13038 97th St. .... Phone GR 7-1791

Master Motors Service Co. Ltd., 9617 118th Ave. .... Phone GR 7-8594

Norwest Service, 12523 St. Albert Road .... Phone GL 5-1398

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Royalite Gardens Service, 7919 118th Ave. .... Phone GR 7-1045

Santa Rosa (1955) Ltd., 7214 Fort Road .... Phone GR 7-3501

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Sherbrooke Garage Ltd., 12620 118th Ave. .... Phone GL 5-0755

Sunrise Service Station, 10658 109th St. .... Phone GA 2-2212

#### Westglen Service Ltd.,

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### SOUTH SIDE

Bonnie Doon Service, 82nd Ave. and 91st St. .... Phone HO 6-5086

Braemar Esso Service, 7251 101st Ave. .... Phone HO 6-0769

Dawson Auto Sales & Service, 10540 82nd St. .... Phone HO 6-0322

Double Nine Motors Ltd., 6206 104th St. .... Phone GE 3-1858

Fairway Auto Service, 8930 99th St. .... Phone GE 3-3638

Hazeldean Texaco Service Station, 6315 99th St. .. Phone GE 9-2905

North Star Service Station, 9883 82nd Ave. .... Phone GE 9-0991

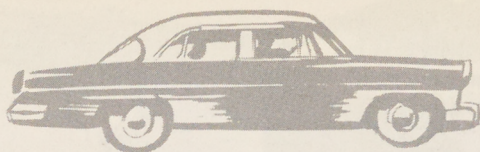
Parkallen Service Station, 6930 109th St. .... Phone GE 3-7724

Tucker's White Rose Service, 5105 Calgary Trail .. Phone GE 3-7291

Turnbull Motors Ltd., 105th St. and 82nd Ave. .... Phone GE 3-1121

Varscona Service Ltd., 8435 109th St. .... Phone GE 3-2264





## *Taxis*

Black and White Taxi, 9701 Jasper Avenue .....	Phone GA 2-8338
Checker Taxi, Memorial Walk .....	Phone GA 2-1222
Fleetline Taxi, 10312 82nd Avenue .....	Phone GE 3-6431
Imperial Taxi Ltd., 9701 Jasper Avenue .....	Phone GA 4-4155
Park Taxi, Park Hotel, 104th Street and 80th Avenue ...	Phone GE 3-5841
Red Line Cabs, 10140 97th Street .....	Phone GA 4-7111
South Side Taxi, 10312 82nd Avenue .....	Phone GE 3-6431
United Taxi Cabs Ltd., 11068 95th Street .....	Phone GA 4-5151
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**WASH 25c**

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...DRYER INSTRUCTIONS...  
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TO START DRYING TUMBLER PUT MONEY IN COIN METER  
SLOWLY PUSH SLIDE ALL WAY IN THEN PULL SLIDE ALL THE WAY  
REPEAT STEP NUMBER 2 FOR EACH WASHER LOAD PUT IN DRYER  
TO STOP DRYER IMMEDIATELY OPEN DRYER DOOR  
USE CAUTION WHEN DRYING WOOL RAYON NYLON  
ORLON IN DRYER





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Right in the centre of downtown Edmonton, **THE MAYFAIR** features underground parking for its patrons. JUST DRIVE IN . . . leave your car with an attendant, and you're free to register!

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- COFFEE SHOP
- AIR-CONDITIONED LOUNGES
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THE MAYFAIR IS A MEMBER OF:

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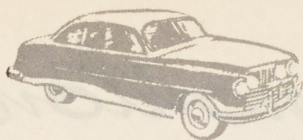
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**Avenue U-Drive Ltd.,** 10031 103rd Avenue ..... Phone GA 4-4488

**Bel-Air U-Drive,** 10727 82nd Avenue ..... Phone GE 3-4897

### **C and C U-Drive Ltd.,**

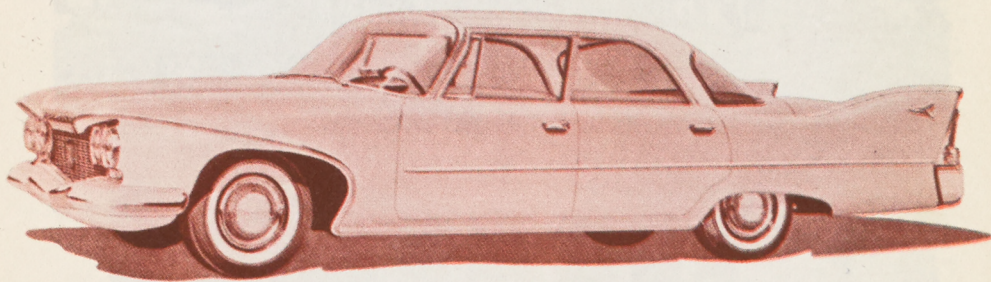
(Hertz System), 10341 106th Street ..... Phone GA 2-5262

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# **YELLOW CAB U-DRIVE**

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WALK THROUGH ROYAL TRUST ARCADE FROM JASPER AVENUE



# *Scenic Edmonton...*



## ENTRANCE TO STORYLAND VALLEY

Children's Zoo, located in the Saskatchewan River Valley

# Bohemian Maid

## BREWING COMPANY LIMITED

Saskatchewan Drive

Edmonton

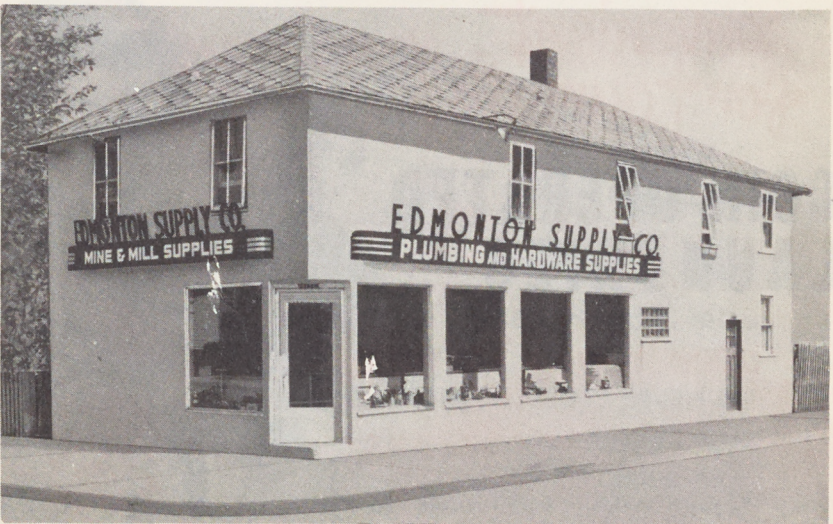


# *Liquor Vendors*

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- \* **Downtown Store**  
(Closed Wednesday) ..... 10160 - 103rd Street
- \* **South Side Store**  
(Closed Tuesday) ..... 10412 - 82nd Avenue
- \* **West End Store**  
(Closed Thursday) ..... 10410 - 121st Street
- \* **East End Store**  
(Closed Thursday) ..... 8818 - 118th Avenue
- \* **Westmount Store**  
(Closed Monday) ..... Shoppers' Park, Westmount
- Jasper Place Store** ..... 15030 Stony Plain Road  
(Closed Wednesday). Hours: 2:30 p.m. to 10:30 p.m.
- Bonnie Doone Store** ..... 8940 - 82nd Avenue  
Hours: 9:30 a.m. to 6:00 p.m.; Thursday: 9:30 a.m. to 9:30 p.m.

\* All stores open at 11:00 a.m. and close at 12:00 midnight, except on Saturday evening, when they close at 11:30 p.m. Government Liquor Stores are closed Sundays, holidays and election days.



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DISTRIBUTORS OF IRON • STEEL • HARDWARE  
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CORNER 96th STREET AND JASPER AVENUE • EDMONTON, ALBERTA

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FLASH SERVICE**

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**DRY CLEANING  
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LAUNDRY**

GUARANTEED CUSTOMER SATISFACTION FROM  
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for tourists!*

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**OPERATED BY COIN LAUNDER-ALL LTD.**



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- Coin Launder-All** ..... 81st Avenue and 104th Street  
 112th Avenue and 116th Street  
 95th Avenue and 87th Street  
 118th Avenue and 103rd Street
- Dollar Cleaners & Shirt Service Drive-In,**  
 Corner Jasper Avenue and 108th Street ..... Phone GA 2-5256
- Edmonton Coin-Op Laundry,** 15239 Stony Plain Road, Jasper Place
- Expert Dry Cleaners & Laundry Drive-In,**  
 10050 105th Street ..... Phone GA 2-5252
- Laundomat Ltd.,** Personal Laundry Service,  
 10013 Jasper Avenue ..... Phone GA 2-0371
- New Method Laundry and Dry Cleaners,**  
 11060 Jasper Avenue ..... Phone GA 2-6114
- Nu-Way Cleaners and Shirt Service,**  
 10530 82nd Avenue ..... Phone GE 3-5115
- Page, The Cleaner,** 11715 Jasper Avenue ..... Phone HU 8-6667
- South Side Cleaners Ltd.,** 8905 99th Street ..... Phone GE 9-3935
- Suds-O-Mat,**  
 Self Service Laundry, 9523 Jasper Avenue .... Phone GA 2-4882
- Trudeau's Cleaning and Dye Works Ltd.,**  
 142nd Street and 111th Avenue ..... Phone GL 5-4115

## STEAKS • BAR-B-Q • SPAGHETTI DINNERS



YOU SELECT  
 YOUR OWN  
**STEAK**

For Charcoal Broiling

**RESTAURANT AND  
 LICENSED LOUNGE**

ACROSS FROM "THE BAY" ON JASPER AVENUE

WHEN YOU  
 DINE AT  
*Ciro's*

DINNER IS ALWAYS A SPECIAL OCCASION

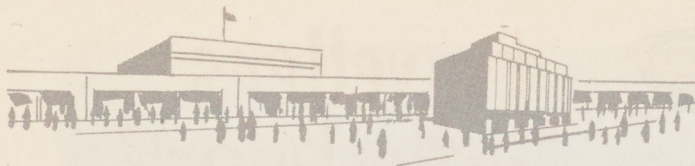
AT CIRO'S





Still under construction when this photo was made, the impressive new Milner Building at 10040 104th Street is one of many handsome new buildings in downtown Edmonton.





## *Shopping*

A tour of Edmonton's downtown shopping and business district quickly reveals the essential character of the city. In the modern stores and shops, along the busy streets, the visitor is at once aware of a brisk, wide-awake personality. Excellent displays of up-to-the-minute, top-quality merchandise express the optimistic, forward-looking point of view that typifies Edmonton. The tempo of the whole downtown area is quick, confident and decisive.

You will enjoy shopping in Edmonton's bright, attractive stores, where the merchandise is comparable to any on the continent, and fashions come straight from the drawing-boards of the world's fashion centres. Visitors from the U.S. are delighted especially with the wonderful Canadian "point" blankets, the large selections of fine English bone china, beautiful British woollens and lovely Irish linens to be found at very reasonable prices in the city's stores. Friendly, courteous salespeople will make your shopping trip pleasant and profitable.

There are in Edmonton a number of large departmental stores, of which Eaton's, the Hudson's Bay, Woodward's downtown and in Westmount Shoppers' Park, and Simpsons-Sears are branches of excellent merchandising chains operating in many major Canadian cities. Johnstone Walker's is a fine independent department store, locally owned and operated, which has grown from a pioneer log-cabin general store to one of Edmonton's largest retail concerns, with an attractive three-storey store in downtown Edmonton and a new store in Bonnie Doon Shopping Centre which is undoubtedly one of the most beautiful and modern stores in Canada. Many tourists visit the Bonnie Doon Centre especially to see the unique design and lovely interior of this new department store which has become something of a showplace since it opened in 1959.

When you are visiting the city's many fine specialty shops you will want to see the beautiful Canadian furs at Holt, Renfrew and Co. Ltd., one of the largest furriers and ladies' and men's wear stores. If you are shopping for gifts and souvenirs you will find a number of shops specializing in Irish linens and hand-loomed fabrics or in imported crystal and china. Westmount Fabrics in Shoppers' Park features the finest imported woollens, silks, brocades and linens, as well as excellent domestic fabrics. Browse around

Continued on Page 48





travellers  
"in the know"

GO TREASURE HUNTING  
AT

JOHNSTONE

DOWNTOWN . . . 102nd STREET, JASPER AVENUE

PRIZED IMPORTS FROM BRITAIN AND EUROPE

● BRITISH WOOL TARTANS

Authentic Scottish Tartans in fine suitings, coatings and dress weights, women's suits and reversible pleated skirts.

● BRITISH WOOL SUITINGS, COATINGS  
and HARRIS TWEEDS

in fabric lengths, in men's and women's suits, sports jackets, car coats and topcoats.

● LANSEA and DALKEITH

English Botany wool and cashmere sweaters.

● LIBERTY SILKS in renowned London patterns.

● IRISH LINENS and DAMASKS

A distinguished collection of the world's finest linens.

The cream of the crop is here . . .  
lovely things you'll want to take home  
with you . . . unusual gifts for family  
and friends.



JOHNSTONE  
ALKER

JASPER A





# WALKER

BONNIE DOON SHOPPING CENTRE

## SHOPPING TREASURES

- ENGLISH BONE CHINA  
Spode • Royal Doulton • Ainsley  
Foley • Grosvenor
- BELLEEK IRISH CHINA
- IMPORTED FIGURINES
- SWEDISH CRYSTAL STEMWARE  
and GLASSWARE
- MASON'S FAMOUS "IRON STONE"
- DANISH ENAMELWARE and STEELWARE
- FRENCH PERFUMES  
Nina Ricci • Caron  
• Chanel and others

"Tea and Crumpets"  
is a specialty of the  
delightful tea-room  
at the Bonnie Doon  
store.

BE SURE TO VISIT

*our new store*

BONNIE DOON SHOPPING CENTRE

*a shopping showplace*

Unique in design and concept, this is certainly one of the most beautiful retail stores in Canada. Expressing as it does the newest trends in merchandising display, it is already being hailed as the prototype of the "shopping mart of tomorrow".



QUE AND BONNIE DOON



the Burlington Art Shop for paintings and prints with a characteristic Alberta flavor. For all your drugstore needs there are a number of Tamblyn Rexall Drug Stores in several parts of the city. Drop into one of the Bates Electric Stores for a portable TV or transistor radio for your travelling pleasure. You will find many large, bright Safeway stores and other supermarkets scattered throughout the city, and you might be interested in a trip through the Public Market, just north of the Post Office, where farmers of the area display their produce and handcrafts.

At Shoppers' Park, Westmount, in Edmonton's west end, one of Western Canada's largest shopping centres, there is parking space for 3,000 cars and a quarter-mile of beautiful stores and shops. The Bonnie Doon Shopping Centre, serving the city's south side, is another large and convenient centre with parking facilities for some 10,000 cars daily and 43 stores and services. Smaller shopping centres serve most of Edmonton's new districts.

Most of the larger downtown retail stores close Wednesdays and remain open until 9:00 p.m. on Thursday evenings, while banks are closed all day Saturday, but have extended 4:00 to 6:00 p.m. business hours on Fridays.

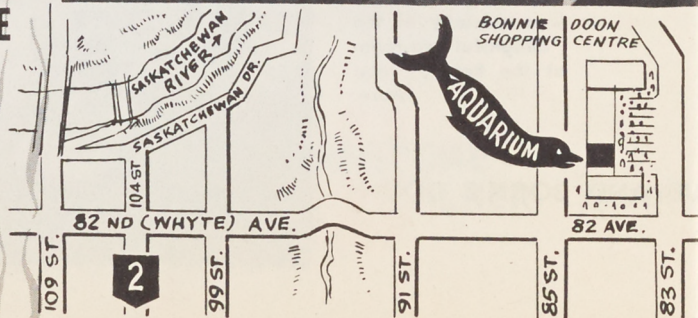
WHEN YOU VISIT  
BONNIE DOON  
SHOPPING CENTRE  
PLAN TO DINE  
AT THE

**AQUARIUM**  
DINING LOUNGE

FULLY LICENSED  
**COCKTAIL LOUNGE**  
AND **DINING LOUNGE**

EXOTIC DISHES  
FROM THE  
FIVE CONTINENTS

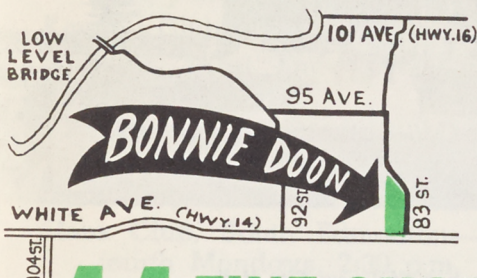
AT BONNIE DOON  
SHOPPING CENTRE





# BONNIE DOON

## SHOPPING CENTRE



*Western Canada's  
most dynamic  
shopping centre  
welcomes you  
to Edmonton!*

## 44 FINE SHOPS AND SERVICES

*For your ONE-STOP Shopping Convenience*

Agnew Surpass Shoe Stores  
Ltd.,

Aquarium Lounge and  
Restaurant

Bank of Montreal

Bata Shoes

Bindon Bakeries Ltd.

Bonnie Burger Bar

Bonnie Doon Bowling  
Lanes

Dominion Stores

Fabric Care Shirt Laundry  
& Dry Cleaning

Coin Automatic Laundry

Farrell's Barbershop

Dr. M. Haluschak  
Optometrist

Jack & Jill Limited

Johnstone Walker Ltd.

S. S. Kresge Company Ltd.

Loblaws

Macleod's Ltd.

Market Furniture

Michael's Shoe Clinic

Pauline Johnson Candies

Reed's China & Gift Shop

Reitman's Ltd.

Simpsons-Sears

Tamblyn's (Rexall) Drug  
Store

Tip Top Tailors

Nels Todd Hair Stylists Inc.

Uncle John's Hobby Shop

United Cigar Store

F. W. Woolworth Company  
Ltd.

Zeller's Ltd.

*Also*

14 MEDICAL, DENTAL,  
PROFESSIONAL,  
REAL ESTATE AND  
INSURANCE SERVICES

BONNIE DOON OFFICE  
BUILDING

*Shops Open Daily to 6:00 p.m.*

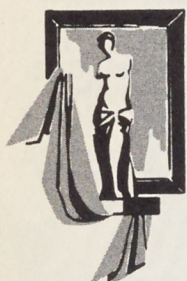
*Wednesday to 1:00 p.m.*

*Parking Space for over 10,000 Cars Daily*





Civic Administration is centred in this beautiful new City Hall.



## *Burlington* ART · SHOP · LTD.

invites you to drop in and browse around amongst our outstanding collection of fine paintings and prints.

*Original and Interesting Gifts and Souvenirs*

- FINE PRINTS
- ETCHINGS
- WATERCOLORS
- OILS

### ARTISTS' MATERIALS

Fine frames designed, created and fabricated in our own work-shops by skilled craftsmen.

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LEONARD B. HIGGINS, Manager

D. CLYDE HIGGINS, Assistant Manager





## *Service Clubs*

### WHERE AND WHEN THE SERVICE CLUBS MEET

- American Women's Club**—Meets at Corona Hotel, first Tuesday each month, 1:00 p.m.
- Cosmopolitan Club**—Meets at Y.M.C.A., every Monday, 12:15 p.m.
- Gyro Club**—Meets at Macdonald Hotel, every Tuesday, 12:15 p.m.
- Kinsmen Club**—Meets at Macdonald Hotel, every other Friday, 6:30 p.m.
- Kiwanis Club**—Meets at Macdonald Hotel, every Monday, 12:15 p.m.
- Kiwanis, West End**—Meets at Corona Hotel, every Thursday, 12:15 p.m.
- Kiwanis, South Edmonton**—Meets at Park Hotel, every Tuesday at 12:15 p.m.
- Lions Club**—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.
- Lions Club, South Edmonton**—Meets at Park Hotel, second and fourth Mondays, 2:30 p.m.
- Optimist Club**—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.
- Optimist Club, South Edmonton**—Meets at Park Hotel every Monday, at 12:15 p.m.
- Rotary Club**—Meets at Macdonald Hotel, every Thursday, 12:10 p.m.
- Rotary Club, South Edmonton**—Meets at Park Hotel, every Wednesday, 12:15 p.m.
- Rotary Club, West End**—Meets at the Airlines Hotel, every Monday, at 12:15 p.m.
- Y's Men's Club**—Y.M.C.A., 6:15 p.m. Tuesdays.
- Y's Men's Club, South Edmonton**—Meets at Cathayan Restaurant every Monday, 6:15 p.m.





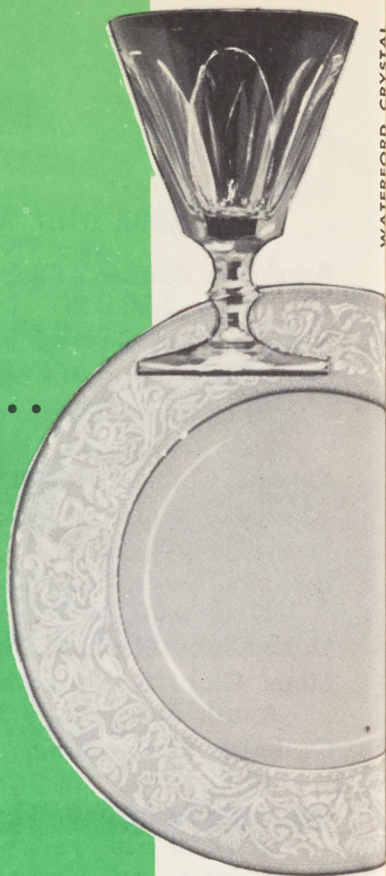
# Hudson's Bay Company.

INCORPORATED 2<sup>ND</sup> MAY 1670.

102nd St. on Jasper Ave.

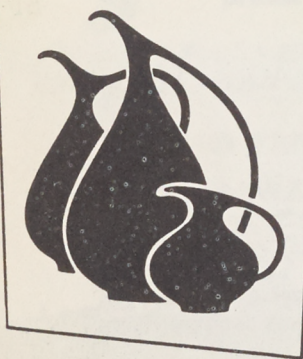
suggests  
fine CHINA  
for your souvenir gifts..

... you'll find a collection of unique Eskimo carvings and colorful Canadian Blue Mountain Pottery in our spacious China Department. Also a wide selection of fine imported china and gleaming crystal. Ask to see the new Royal Canadian Tartan teaware set, so distinctively Canadian.



WEDGWOOD  
BONE CHINA

ESKIMO ART



you haven't seen  
Edmonton  
until you've seen  
the Bay,





All bus lines operate from the  
Union Bus Depot at 10216 - 102 Street.



## Buses

- To **Calgary and Banff** (Greyhound)—Eight buses leave Edmonton daily from Edmonton for Calgary, with connections to Banff.
- To **Jasper** (Greyhound)—One bus a day to Jasper.
- To **Winnipeg** (Greyhound)—Two buses per day leave Edmonton for Winnipeg via Saskatoon and three daily to Winnipeg via Calgary and Regina.
- To **Vancouver** (Greyhound)—Three buses daily via Nelson-Penticton; three via Spokane-Seattle.
- To **Barrhead and Fort Assiniboine** (Northland Arrow)—Two buses per day, except Sunday when there is only one, leave Edmonton for Barrhead with one connection for Fort Assiniboine.
- To **Peace River** (Canadian Coachways)—Three buses daily.
- To **Dawson Creek and Fort St. John** (Canadian Coachways)—Three buses daily to Dawson Creek and two to Fort St. John.
- To **Fort Vermilion** (Canadian Coachways)—Mon. Wed. and Friday.
- To **Hay River on Great Slave Lake** (Canadian Coachways)—Tuesday, Thursday and Saturday.
- To **Alaska** (Canadian Coachways)—Daily via Ft. Nelson, Watson Lake and Whitehorse with direct connections to Fairbanks from Yukon-Alaska border on Monday, Thursday and Saturday.
- To **Dawson City** (Canadian Coachways)—Daily to Whitehorse and leaving from Whitehorse Monday, Wednesday and Friday.



spring

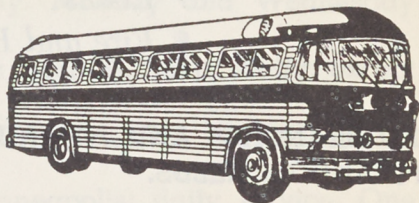
The whole  
family enjoys...

summer

a COACHWAYS holiday



fall



winter

For FREE travel folders, schedules and  
other information, contact your local  
ticket or travel agent, or . . .



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EDMONTON      PHONE HU8-0966      ALBERTA





*in Alberta*

Provincial Treasury Branches  
offer you

**A COMPLETE FINANCIAL SERVICE**

Use **ALL THE SERVICES** available  
at your Provincial Treasury Branches:

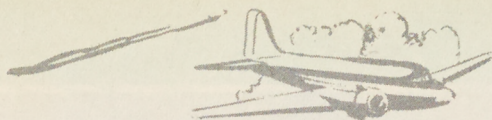
- *Current Accounts*
- *Savings Accounts*
- *Money Transfers to any destination*
- *Travellers' Cheques*
- *Safety Deposit Boxes*
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- *Loans*
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139 BRANCHES AND AGENCIES IN ALBERTA TO SERVE YOUR  
FINANCIAL NEEDS.

*Your Provincial*  
**TREASURY**  **BRANCHES**

GOVERNMENT OF THE PROVINCE OF ALBERTA





# Planes

**TRANS-CANADA AIRLINES**—Ticket Office in Macdonald Hotel Arcade. For information and reservations phone GA 4-5161.

To **Calgary**—6 flights Monday through Friday, 3 flights Saturday and Sunday, with connections for southwestern U.S.

To **Vancouver and Victoria**—7 flights daily to Vancouver with connections to Victoria; 4 direct and 3 via Calgary, with connections for western U.S., Australia, New Zealand and the Orient.

To **Eastern Canada and U.S.A.**—5 direct flights daily and 5 flights via Calgary, all with connections for overseas.

**PACIFIC WESTERN AIRLINES**—Ticket Office in C.P.R. Building. Phone GA 2-2141.

## NORTHERN SERVICE

To **Fort McMurray**—Daily service except Sunday.

To **Uranium City**—Daily service except Sunday.

To **Peace River**—Flights on Tuesday, Thursday and Saturday.

To **Fort Vermilion**—Saturday only.

**Fort Smith**—Monday, Tuesday, Wednesday, Friday and Saturday.

**Fort Resolution**—Thursday only.

**Hay River**—Tuesday and Thursday only.

**Yellowknife**—Daily service except Sunday.

**Fort Simpson**—Tuesdays.

**Wrigley**—First and third Tuesdays of each month.

**Norman Wells**—Tuesday and Friday.

**Inuvik**—Tuesday and Friday.

## PRAIRIE SERVICE

**North Battleford, Prince Albert, Saskatoon, Regina**—Daily except Sunday.

**CANADIAN PACIFIC AIRLINES**—Phone GA 4-7381.

**Polar Route to Amsterdam**—Friday and Sunday.

To **Honolulu**—Sunday and Tuesday.

To the **Yukon**—Daily except Sunday. Monday and Wednesday flights to Mayo and Dawson City.

**Prince George and Vancouver**—via Fort St. John; daily except Sunday.

**NORTHWEST ORIENT AIRLINES**—Ticket Office in Macdonald Hotel Arcade. Phone GA 2-7118.

Flights to all eastern points via Minneapolis; daily service. One flight weekly, on Saturday, to Anchorage and the Orient. Daily service from Seattle to Hawaii and the Orient.

**WESTERN AIRLINES**—Ticket Office in Macdonald Hotel Arcade. Phone GA 2-6165. Deluxe DC-6B daily flights to Great Falls and Denver; connections at Great Falls for Salt Lake, Phoenix, Los Angeles, San Francisco and Mexico City; connections at Denver for Oklahoma City, Tulsa, Dallas and Houston.





*One of the Fine Hotels of the West*

Attractive, well-appointed rooms . . . friendly, efficient service

Enjoy delicious meals in the delightful  
atmosphere of our beautifully decorated

**NEW GRILL ROOM**

*It's air conditioned!*

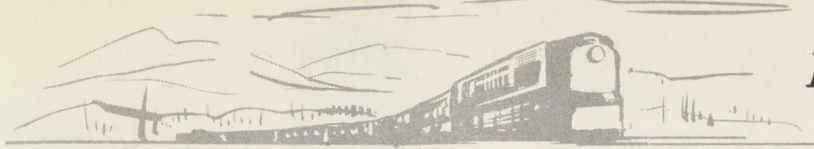
The luxurious surroundings of the Windsor Room and the  
Driftwood Room are available for private parties and  
banquets.

**The King Edward Hotel**

10180 - 101st Street, Edmonton, Alberta

**PARKING SPACE AVAILABLE AT REAR OF HOTEL**





# Trains

**To Jasper (C.N.R.)**—Two trains daily from Edmonton. For information on C.N.R. schedules, phone GA 2-4731.

**To Calgary and Banff (C.P.R.)**—Three trains daily to Calgary; 2 trains daily to Banff. Phone GA 2-2822 for information on C.P.R. schedules.

## East-West Departures from Edmonton—

**C.N.R.**—Two trains leave daily east to Winnipeg-Toronto, Winnipeg-Montreal, and west to Vancouver.

**C.P.R.**—Two trains daily from Calgary east to Toronto and Montreal and west to Vancouver.

**North to the Peace River and Dawson Creek (Northern Alberta Railways)**—One train daily except Saturday for Dawson Creek. Phone GA 2-4731 for information regarding schedules to Hines Creek and Waterways.



# MODERN

## BUILDING CLEANING SERVICE

### *of Canada Limited*

THE ONLY  
NATION-WIDE  
SPECIALIZED  
BUILDING SERVICE  
WITH  
FULLY STAFFED  
OFFICES  
FROM



# COAST TO COAST

EDMONTON BRANCH — 12321 105th AVENUE — PHONE HU 8-0481





# *Safeway's...*

## THE PLACE TO DO ALL YOUR **FOOD SHOPPING**

- VARIETY
- QUALITY
- FRESHNESS
- EVERYDAY LOW PRICES

TWENTY-FOUR CONVENIENTLY LOCATED STORES FOR YOUR SHOPPING PLEASURE

- |                      |                              |                         |
|----------------------|------------------------------|-------------------------|
| ● 10352 Whyte Avenue | ● 14920 87th Avenue          | ● 11850 103rd Street    |
| ● 8130 118th Avenue  | ● 15970 109th Avenue         | ● 12328 102nd Avenue    |
| ● 10577 97th Street  | ● 10770 95th Street          | ● 13360 114th Avenue    |
| ● 9437 118th Avenue  | ● Whyte Avenue & 91st Street | ● 11815 124th Street    |
| ● 6414 112th Avenue  | ● 9411 Jasper Avenue         | ● 6633 118th Avenue     |
| ● 14246 96th Avenue  | ● 8210 109th Street          | ● 15020 Stony Plain Rd. |
| ● 12620 132nd Avenue | ● 3425 118th Avenue          | ● 12820 97th Street     |
| ● 9532 87th Street   | ● 7455 101st Avenue          | ● Sherwood Park         |

Ultramodern Safeway Food Stores in Red Deer, Camrose and Grande Prairie.

EDMONTON'S FAMILY SHOPPING TRADITION FOR 31 YEARS . . . 1929-1960

Shop  **SAFEWAY**





## Churches

We list a few down-town churches:


- Alliance:** Beulah Alliance Church ..... 10831 - 124th Street  
**Anglican:** All Saints ..... 10023 - 103rd Street  
**Baha'i World Faith** ..... c/o 11507 - 78th Avenue, Phone GE 3-1101  
**Baptist:** First Baptist Church ..... 109th Street and 100th Avenue  
**Christian Science:**  
    First Church of Christ Scientist ..... 10814 - 100th Avenue  
**Jewish:** Congregation Beth Israel ..... 119th Street and 102nd Avenue  
    Congregation Beth Shalom ..... 11916 Jasper Avenue  
**Lutheran:** Augustana Lutheran ..... 9901 - 107th Street  
**Mormon:** Church of Jesus Christ of  
    Latter Day Saints ..... 82nd Avenue and 108th Street  
**Moslem:** Mosque of Al Raschid ..... 111th Avenue and 102nd Street  
**Presbyterian:** First ..... 10025 - 105th Street  
**Roman Catholic:** St. Joseph's Cathedral ... Jasper Ave. and 113th St.  
**United Church:** McDougall United ... 101st St., cor. Macdonald Dr.

Holy Trinity, one of the city's many gracious churches

59








*Welcome,  
Visitors,  
to Edmonton's  
finest  
restaurant  
and  
dining lounge*



# Seven Seas

## R E S T A U R A N T



EXOTIC CHINESE CUISINE

FINE CANADIAN COOKERY

10525 Jasper Avenue, Edmonton, Alberta

**ATTRACTIVE LICENSED LOUNGE**

Facilities for banquets, receptions and club meetings. For reservations, phone GA 2-5069





## *Points of Interest*

The City of Edmonton and the surrounding district is rich in colorful historic lore and many a landmark has a story to tell.

The following brief descriptions of some of the most interesting points along the scenic drive illustrated on pages 6 and 7 will assist the visitor in discovering the local color of the city.

**New City Hall:** 103rd Avenue and 100th Street. Edmonton's new City Hall, completed in the spring of 1957, handsome and extremely modern in design, expresses well the far-sighted character of an expanding city prepared to play a leading role in the country's future. The now-famous modern "wild-goose" fountain in front of the City Hall, subject of much controversy, is strikingly lighted at night to make a most dramatic display.

**Edmonton Exhibition Grounds:** 79th Street and 115th Avenue (see page 77). In this area are located the city's race track, the Edmonton Gardens' hockey arena and a large stock-show pavilion, as well as the many exhibition buildings. Adjoining the grounds is Borden Park, a pleasant recreation area with outdoor swimming pool, shade trees and green lawns.



Children love the fantasy-land of Storyland Valley





Edmonton's Northern Alberta Jubilee Auditorium

**Ukrainian Catholic Church of St. Josaphat:** 97th Street and 108th Avenue. This magnificent church, with its temple crosses soaring into the sky, was built entirely through subscriptions from the congregation. It stands as a testimonial to this good, free country where these Ukrainian Canadians considered it a privilege to give their all to build their own temple in which to worship God in their own way. It was first opened in 1947.

**Mosque of Al Raschid:** 111th Avenue between 101st and 102nd streets. A rare sight in North America, this Moslem temple is the centre of worship for the followers of Mohammed in the region.

**Edmonton Airport:** Kingsway. Sprawling over 750 acres, this is one of the finest municipal airports in Canada (see page 79).

**Father Lacombe Memorial and Church:** Situated at St. Albert, 8 miles north of Edmonton on Highway No. 2. In this historic mission is preserved much of the story of the past. Beloved by Indian and settler alike, Father Lacombe was one of the great missionary pioneers of Canada's northwest. The primitive little chapel he built in 1861 is now part of the historical museum maintained on the original site, within a brick structure recently built to protect it.

Continued on page 67





# HOLT RENFREW

*Canada's Leading Furriers since 1837*

Internationally Famous for  
**Canada's Finest Furs**

*Guaranteed Quality*  
*Maximum Value . . . Sensible Prices*

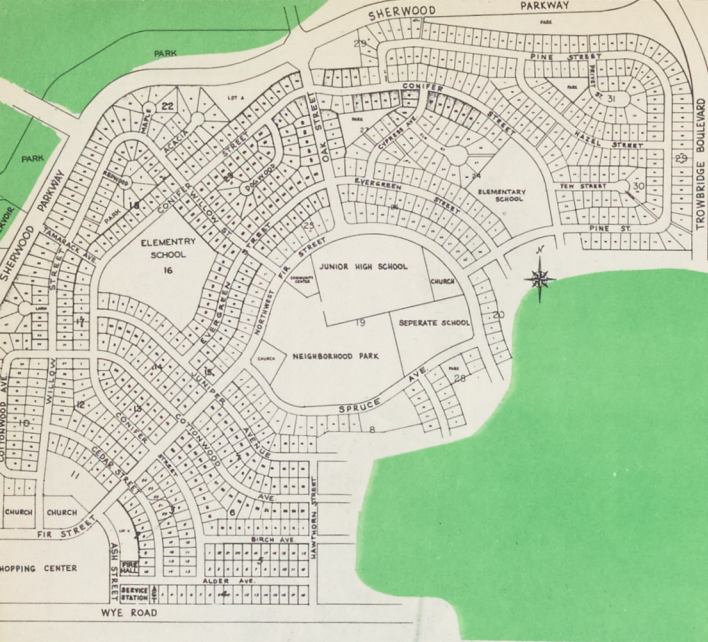
\* \*

**Fashions and Accessories**  
*also*  
**Men's Clothing and Accessories**

\* \*

Branch Shop . . The MacDonald Hotel  
Main Store . . 10336 Jasper Avenue





Going to store  
then you



## Planned and Built for the most discriminating young moderns

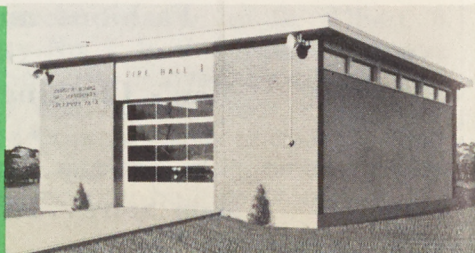
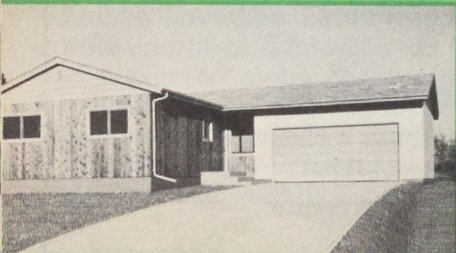
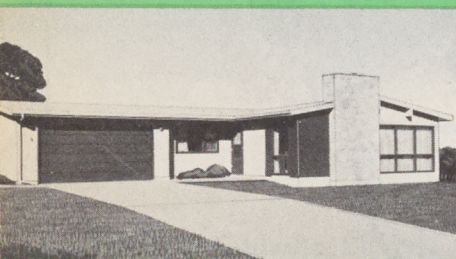
### ALL IMPROVEMENTS PREPAID

All the improvements you require for modern, luxurious living—paved streets, sidewalks, driveways and utility connections—are installed and ready to use. They are prepaid and included in the low down payment of your Home in Sherwood Park.

### SHOPPING CENTRE

An ultra-modern shopping centre is now in operation. Its facilities include a Safeway Food Market; Banking Facilities; Drugs, Gift and Variety Store; Hardware and Jewellery Store; Beauty Parlour and Barber Shop; Clothing Store; Lunch Counter; Post Office and Service Station. A Community Hall and Curling Rink are under Construction.

SALES AGENTS: WEBER BROS. AGENCIES LTD.  
(24-hour Answering)





stay in Edmonton?  
 you'll love to live in

# Sherwood Park

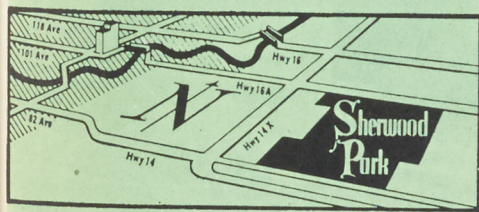
Alberta's Finest Planned Community.

## LUXURY OF SPACIOUS LIVING

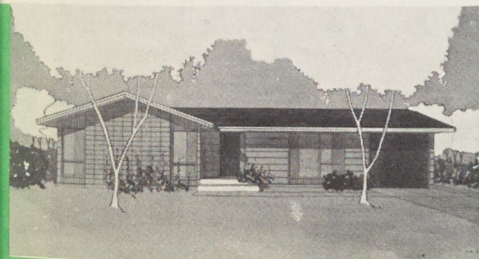
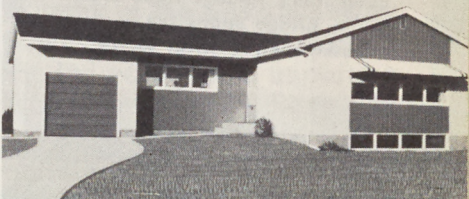
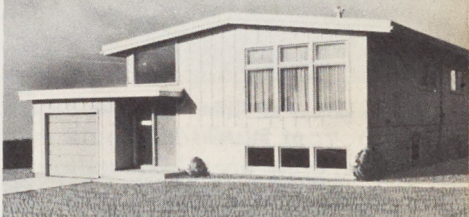
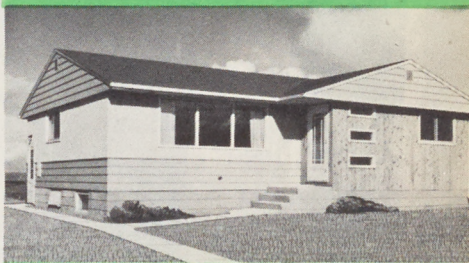
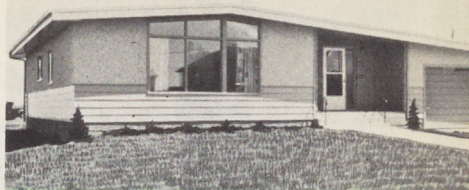
A completely modern townsite laid out for convenience and safety. A proper setting for a fine home.

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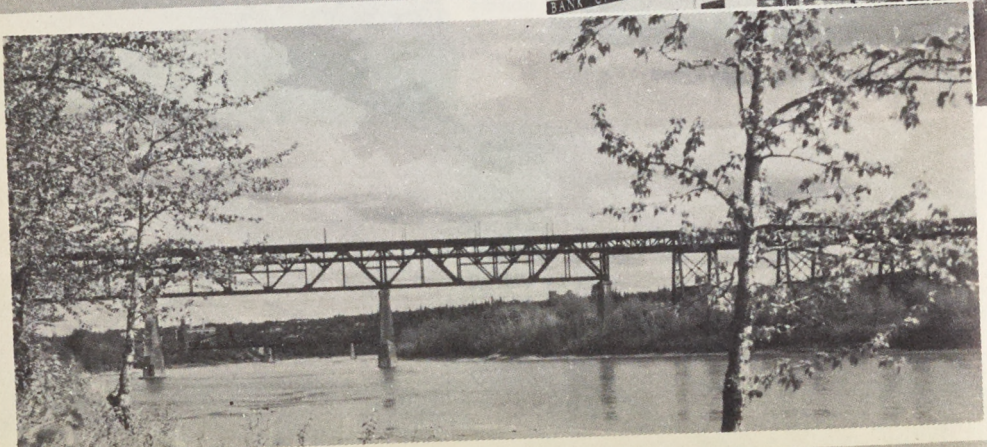
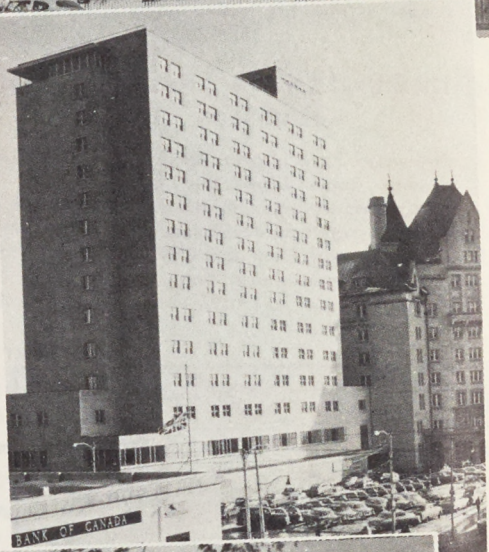
**Memorial to Father Lacombe  
at St. Albert**

**Mosque of Al Raschid**

**Ukrainian Catholic Church  
of St. Josaphat**

**The new Macdonald Hotel  
dominates Jasper Avenue**

**Edmonton's famous High Level  
Bridge spans the  
Saskatchewan River valley**





**Shoppers' Park, Westmount:** 111th Avenue at Groat Road. Forty stores, shops and other services are located in this attractive shopping centre—the largest in western Canada. Away from the crowded downtown business centre, the Shoppers' Park offers free parking space for about 3,000 cars as well as every shopping convenience and service. Tourists wearing casual travel togs will feel quite comfortable shopping in the casual suburban atmosphere of this shopping centre.

**The Edmonton Planetarium, Coronation Park:** 111th Avenue and 142nd Street. Scheduled to open during the summer of 1960, the new Edmonton Planetarium was commenced in 1959 and dedicated in honor of Queen Elizabeth II during her visit to Edmonton in July of that year. It stands in Coronation Park, a 90-acre area of parkland now under a development program which began in 1953 to commemorate the coronation of Queen Elizabeth. A fine planetarium with the most modern equipment, this building will be open daily to the public.

**Storyland Valley:** Laurier Heights Park. Follow 142nd Street south to 87th Avenue and turn left into Buena Vista Road, which leads south to the river and the children's zoo. This delightful story-book zoo is unique in North America. Small animals and fowl which may be safely approached by small children inhabit whimsically designed houses straight from a child's fairytale book. Designed to appeal to children, this little land of fantasy is meant to provide a happy atmosphere in which small children and small animals may get acquainted and feel at home with one another. Children may also take a trip on a quaint miniature railway train or ride a burro here.

**Groat Bridge:** A very pleasant scenic drive along Groat Road and over the Groat Bridge links North and South Edmonton in the city's west end.

**River Road Drive:** A newly paved scenic drive through the river valley parkland follows closely the north bank of the Saskatchewan River between the Groat Bridge and the 105th Street Bridge, providing many lovely views of the river and its wooded valley, and imparting to the motorist a relaxing feeling of remoteness from the busy city surrounding him on all sides.

**Mayfair Golf and Country Club** is beautifully situated on the south side of the Saskatchewan river, easily approachable by the Groat Bridge from the north and by Saskatchewan Drive from the south side.

**University of Alberta:** South of Saskatchewan Drive at 112th Street. Well-known all over this continent for its high educational standards and the excellence of its courses and facilities, the University of Alberta enrolls students from all parts of the world. Several new buildings help to accommodate its constantly increasing student body and the beautiful new Rutherford Library is one of the most



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convenient and complete in this country. A huge new gymnasium building, opening this year, will house complete facilities for all types of sports and physical education. The Alberta Research Council and several provincial and federal laboratories are also located here.

**University of Alberta Museum:** Arts building, University campus.

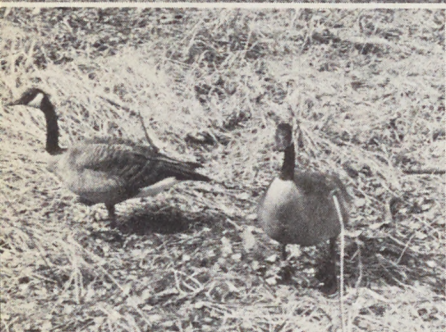
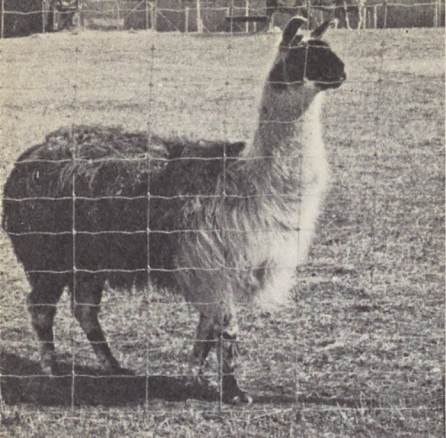
**Northern Alberta Jubilee Auditorium:** 87th Avenue and 114th Street, adjacent to the University campus. Commenced in 1955, Alberta's Golden Jubilee year, in commemoration of the fiftieth anniversary of the inauguration of the Province of Alberta, this magnificent Jubilee Auditorium was built by the Government of the Province of Alberta. Judged by experts to be one of the finest multi-purpose auditoriums on the continent, the auditorium proper seats approximately 2,700 people and is equipped with the most modern and extensive stage, lighting and sound facilities obtainable. The beautiful and impressive main lobby, a second small auditorium, an art and display gallery, a banquet room with complete kitchen facilities, meeting rooms, practice rooms, lounges, dressing rooms and offices are all combined here to make this building the centre of many of the cultural activities of northern Alberta. An identical Jubilee Auditorium has also been built in the City of Calgary.

**Shoppers' Park, Westmount, is Western Canada's largest shopping centre.**

69







# ANIMALS...

*from all parts of the world*

Arabian camels . . . llamas from Peru . . .  
Sicilian donkeys . . . Tibetan Yaks . . .  
20 species of deer from many regions . . .  
and native animals and bird life as well!

*See them all at the*

## ALBERTA Game Farm

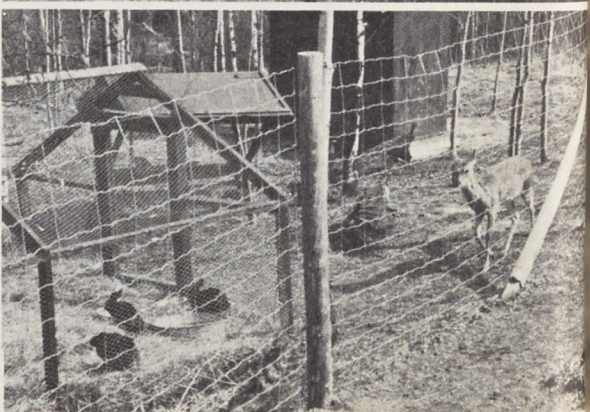
15 MILES EAST OF EDMONTON  
ON HIGHWAY No. 14

The pens and parkland enclosures housing the animals are all within easy walking distance of the entrance to this 480-acre game farm.

PICNIC GROUND WITH TABLES  
AND BENCHES OVERLOOKS THE  
LAKE WHERE SWANS, GEESSE AND  
MANY WATERFOWL ABOUND.

Admission: Adults \$1.00  
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The dignified Legislative Building of the Alberta Government overlooks the river valley on 109th Street

**Bonnie Doon Shopping Centre:** Travelling east on 82nd Avenue (Whyte Avenue) to 85th Street, one arrives at the huge new Bonnie Doon Shopping Centre which serves the rapidly expanding south side and eastern portion of the city. Forty-three stores and services, including the beautiful, ultra-modern Johnstone Walker store, are located here, and the huge parking area is capable of accommodating a flow of more than 10,000 cars daily. Here, too, the tourist may shop in the most casual motoring costumes without feeling in the least conspicuous.

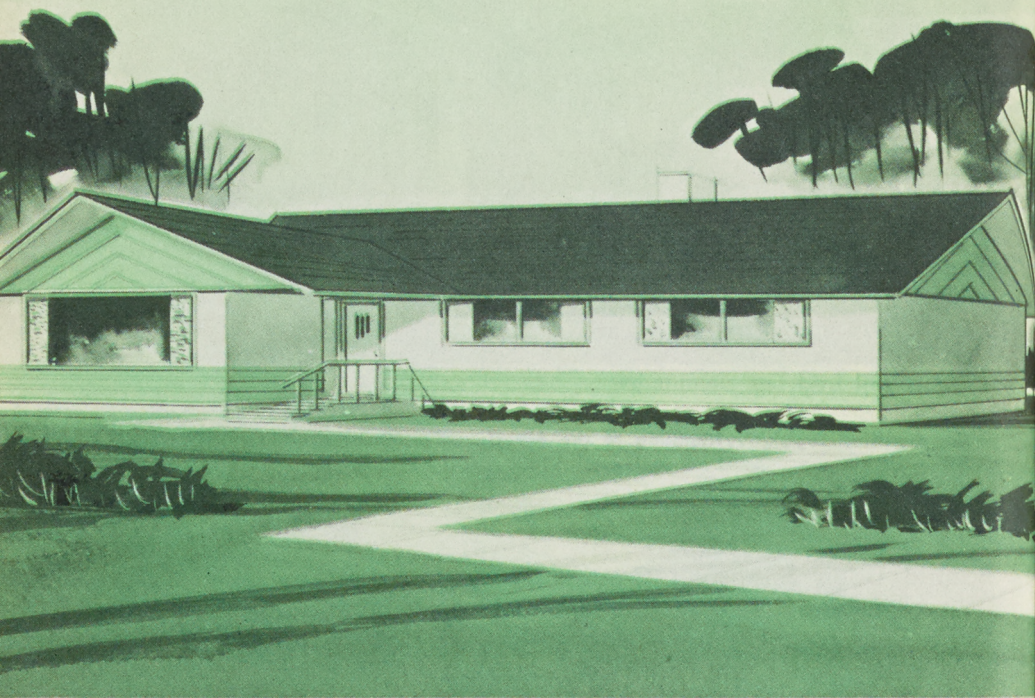
**High Level Bridge:** Spans the Saskatchewan River valley at 109th Street.

**Alberta Legislative Building:** 109th Street and 97th Avenue. Among the most dignified and beautiful in Canada, the Alberta Legislative Building stands on grounds where fierce Indian battles once were fought. On this spot stood old Fort Edmonton and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representatives of the forward-looking peoples who have made Alberta unique among provinces.

The **Government of Alberta Museum Display** in the Legislative Building is most interesting and informative, tracing in its exhibits the progress of the province from the earliest fur-trading epoch to the industrial present.



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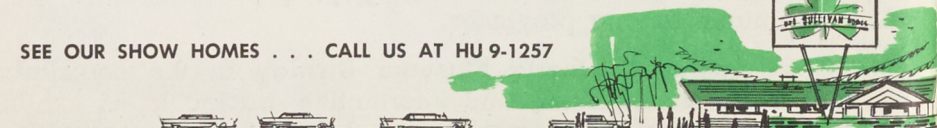


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**Field Force Cairn:** On grounds of new Administration Building on 109th Street. This cairn was erected to the memory of the task force which, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

**Government Centre:** In the immediate vicinity of the Legislative Building have recently been built a number of large new provincial and federal government administrative buildings and it is expected that eventually this whole area will be given over to government buildings of this type.

**Edmonton Art Gallery:** 9842 105th Street. Visitors to Edmonton may view the paintings and sculpture of Edmonton and Alberta artists here, as well as contemporary art from all parts of the continent.

**Cenotaph:** 100th Avenue and 102nd Street. Edmonton's war memorial.

**George McDougall Memorial Shrine and Museum:** 101st Street at 100th Avenue. The oldest building in Edmonton, it is open to the public every afternoon (see page 75).

**Macdonald Hotel:** 100th Street and 100th Avenue. Edmonton's finest hotel, commanding a sweeping view of the river valley, the Macdonald now has a 16-storey addition facing Jasper Avenue.

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**Refinery Row:** About 4 miles east of the city, on Highway No. 16A, are the huge oil refineries of the Imperial Oil Co., Ltd., the McColl Frontenac Company and British American Oil Company. Located in the same area are the C.I.L. Polythene plant, the giant storage tanks and pumping stations of the Interprovincial Pipe Line Company Ltd. and the Trans-Mountain Pipeline Company, which carry oil to the eastern and western reaches of Canada respectively. About 1½ miles north and a quarter of a mile west of the B.A. Refinery visitors can see the tremendous petrochemical plant of the Canadian Chemical and Cellulose Company Limited. A number of smaller plants linked with the petrochemical industry are also established in this refinery row area. Visitors are especially pleased with the appearance of this region at night when the tall cracking towers and stills of all of these refineries and plants are ablaze with myriads of sparkling lights.

**Alberta Game Farm:** 15 miles east of the city on Highway No. 14. Visitors to Edmonton who are interested in wild life should not fail to visit this fascinating game farm. In operation for only two years, it is a large 480-acre tract of uncultivated land, well-wooded, with a lovely natural lake and traversed by a number of meandering streams. Arranged in a series of crescents within easy walking distance from the entrance are the pens and large enclosures inhabited by animals from all parts of the world as well as by species native to the Canadian northwest. You will see not only timber wolves, lynx, bobcat, wolverine, porcupine, fox and caribou, but also camels, llama from South America, reindeer, Sicilian donkeys, yaks from Tibet, and species of deer from all over the world. Wild ducks and geese, beaver and muskrat live on the lake, and brilliantly colored peacocks roam the whole area. A pleasant picnic park with tables and benches overlooks the lake.







## *McDougall Memorial*

Perhaps one of the most interesting landmarks in Edmonton, a very real link with the city's past, is a small and unpretentious grey building which stands quietly in the shadow of McDougall United Church, just south of

Jasper Avenue on 101st Street. Above the door is lettered the simple legend, "Methodist Church, 1873." This was the first building to stand outside the protecting walls of old Fort Edmonton!

This little church now serves as a memorial and shrine to the man who built it, the Reverend George McDougall, who spent many years as a missionary on the prairies, beloved by white and red man alike. He gave his life to educating and Christianizing the Indians, and preparing them for the time when the white man would settle their plains. His great influence as a peacemaker was largely responsible for keeping peace between the tribes, and later, between the Indians and the whites.

The church has now become a museum, and its hand-hewn log walls are hung with pictures of the great pioneers — the missionaries, the traders, the homesteaders, the citizens of those early days. Many interesting mementos of the past are preserved in a glass case. Inside these old walls is a treasure-house of story—the colorful history of Edmonton and the great northwest.

This little church is open to the public every afternoon during the summer and visitors are cordially invited to see it.



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SPRING RACE MEET

JULY 4th

JULY 18th

EDMONTON EXHIBITION

JULY 23rd

AUGUST 13th

FALL RACE MEET

AUGUST 29th

OCTOBER 25th

FALL LIVESTOCK SHOW

OCTOBER 28th

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# *Edmonton Exhibition*

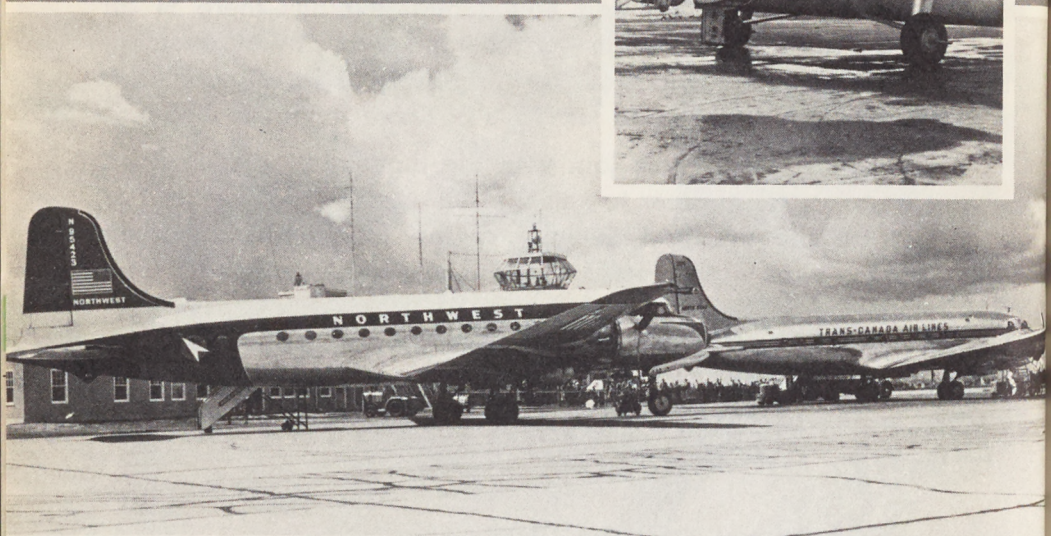
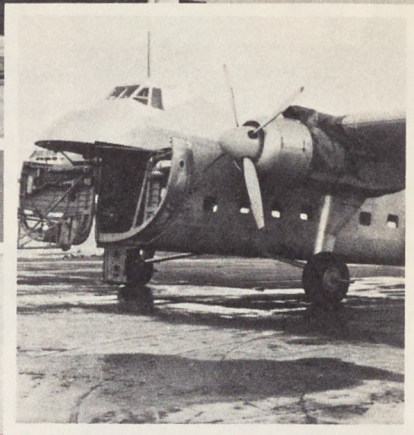
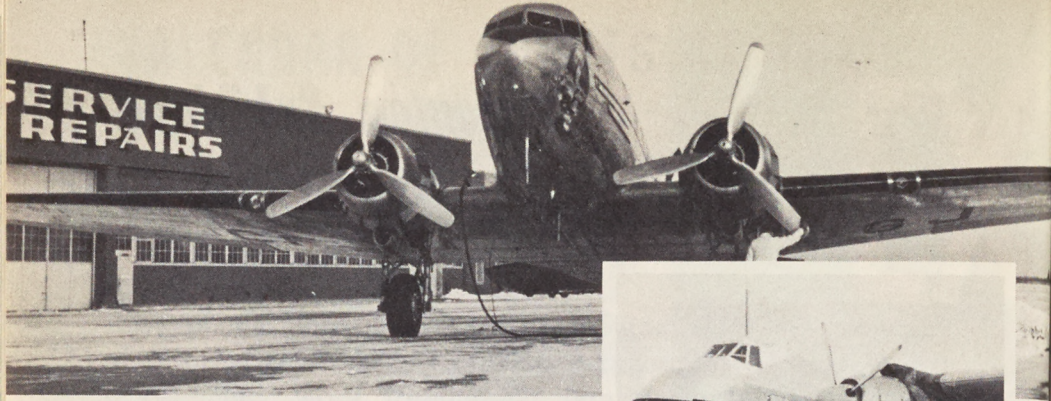
## *JULY 18th to 23rd*

Plan your visit to Edmonton for Fair Week, July 18th to 23rd, and see the gigantic Edmonton Annual Exhibition! This is not only Canada's leading livestock and agricultural show, but also a display medium for Alberta manufacturers and industrial concerns, for artists, photographers and for the schools. And in addition to the hundreds of interesting and educational exhibits there is all the fun of a gala midsummer fair—grandstand shows every evening, chuck-wagon races, fireworks, all the hurly-burly of the midway with its rides and side shows—and six days of horse racing to boot!

Edmonton invites you to join with the thousands who flock in holiday mood each summer to see the big opening parade and to enter into all the fun and festivity of the mammoth Edmonton Exhibition!











## *Edmonton Airports*

The tremendous commercial and strategic significance of the Edmonton Airport, at the threshold to the vast northern areas of this continent, has made Edmonton an air centre of world-wide importance. Scheduled flights for all parts of the world are operated in and out of Edmonton by five major airlines. Eight other lines run scheduled and charter flights servicing the huge mining production of the north, the Peace River area, the fur trade and scores of other far northern projects. Millions of pounds of freight, the largest volume handled by any Canadian airport, pass each year to and from the north, the Yukon and Alaska through the Edmonton Airport. Certainly one of Canada's busiest airports, it annually records more than a quarter of a million take-offs and landings on its heavy runways.

Municipally owned, the Edmonton Airport was the first licensed commercial airport in Canada and the development of air transportation has been a greater contributing factor in the development of the city than it has in any other major city. Edmonton was the base of the famous Canadian bush pilots who, after World War I, played so large a part in the opening up of the north and the great mining projects that made Edmonton their distributing centre.

Now a \$14,000,000 project, covering 750 acres, with 664,036 square yards of heavy, three-mile runways and the latest equipment, this airport is nevertheless inadequate to handle the increasing size and weight of some heavy transports.

For this reason the federal government is now building a gigantic international airport about 14 miles south of Edmonton. This new airport, scheduled to open for partial traffic in the fall of 1960, and planned for completion by 1963, will be capable of handling huge transport loads from all parts of the world and will be especially valuable in the implementing of Canada's northern expansion programs.

R.C.A.F. and U.S.A.F. air traffic is now handled by a large military air base at Namao, adjacent to the City of Edmonton.





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# *Parks and Resorts*

## **EDMONTON PARKS**

Right in Edmonton are city parks that compare with any on the continent. The city has 3,844 acres reserved for park areas, of which 1,300 are in the Saskatchewan River valley.

**Queen Elizabeth Park** (South Side Park) on the south bank of the Saskatchewan River, may be entered at several points on Saskatchewan Drive. This is a lovely spot with a swimming pool, open grates for casual cooking operations and a roofed dining pavilion.

**Victoria Park**—on the north bank of the river, with an entrance at 109th Street, just west of the high level bridge, covers 135 acres. This park area contains the city-owned and operated Municipal Golf Course and Clubhouse, a cricket pitch and excellent picnicking facilities.

**Borden Park**—in the eastern section of the city, 112th Avenue and 75th Street. This park has an outdoor swimming pool and is an extremely popular Sunday band concert spot.

**Whitemud Park**—on a river flat in a south western section of the city. Much of this 123-acre park is still beautiful, virgin parkland. Picnicking, boating, bathing and riding concessions have been leased to private operators who cater to outdoor-minded holiday crowds.

**Emily Murphy Park**—bounded by the Saskatchewan River on the north, the Groat Road on the west and Saskatchewan Drive on the east, this is a pleasant, wild parkland area named in memory of Edmonton's Judge Emily Murphy, the British Commonwealth's first woman magistrate.

**Laurier Heights Park**—along the north bank of the river, at the end of Buena Vista Road in the west end of the city. This park houses the new children's zoo, Storyland Valley, (see page 67).

**Coronation Park**—entered at 111th Avenue and 142nd Street, this is a 90-acre park preserve still under development. The city's new planetarium is situated in this park.





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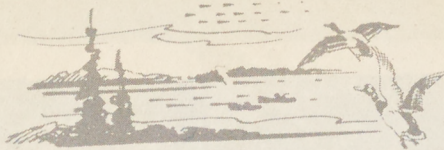
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## Beach Resorts

**Lake Wabamun** — West of Edmonton on No. 16 Highway. **Seba Beach**, approximately 55 miles west of the city, is the most popular resort beach on this large lake, attracting Edmonton families for fishing, swimming and aquatic sports.

**Pigeon Lake** — 68 miles from Edmonton, 28 miles west of Wetaskiwin. A clean, white sandy beach and crystal clear water make this lovely lake a great favorite with summer cottagers. There is excellent swimming, boating and fishing at all the many beaches encircling the lake. At **Mameo Beach** there are a few tourist cabins, two camping grounds, and cottages to rent by the week, as well as stores, restaurants and a dance hall. **Mulhurst Beach** is also a public beach with picnic grounds and cottages for rent.

**Alberta Beach**, on Lac St. Anne and a number of resorts on smaller lakes west of Edmonton are popular cottage and picnic resorts.

**Lakeview Park and Recreation Centre** — 20 miles east of Edmonton on Highway 14, on the south shore of Cooking Lake. A pleasant resort with a sandy beach, it also offers a dancing pavilion which is a favorite Saturday-night meeting spot for city pleasure-seekers.



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**3 MIN. TO AIRPORT**

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**10 MIN. TO UNIVERSITY**

**5 MIN. TO CITY CENTER**

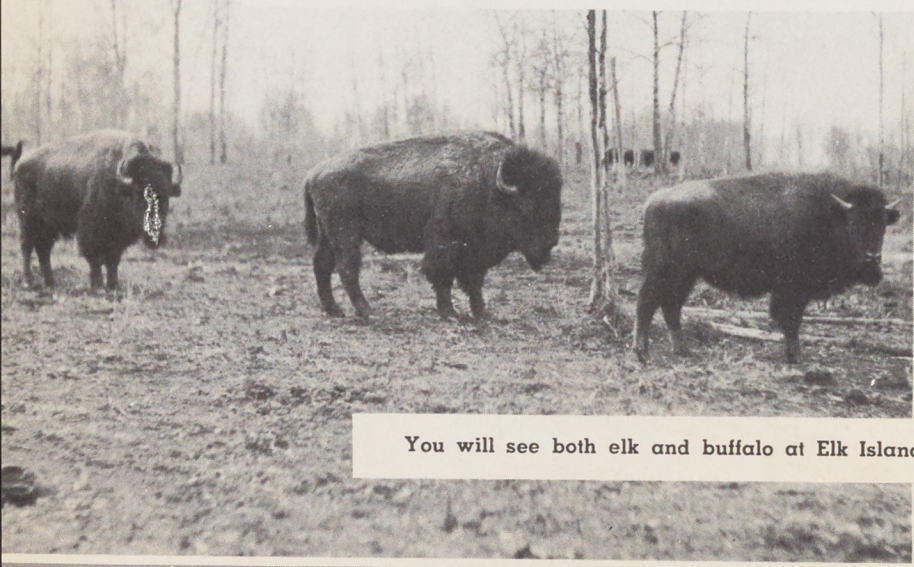
**5 MIN. TO EXHIBITION GROUNDS**  
**20 MIN. TO OIL REFINERIES**

**111 AVE**

**KINGSWAY**

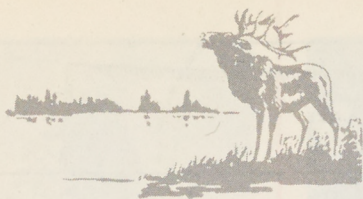
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You will see both elk and buffalo at Elk Island Park.





## *Elk Island Park*

Only thirty miles east of Edmonton there are nearly 1,500 wild plains buffalo roaming the parkland, just as they did hundreds of years ago. Large herds of elk and moose wander through the woods and plains, free and unmolested. They are all inhabitants of the largest fenced animal preserve in Canada — Elk Island Park.

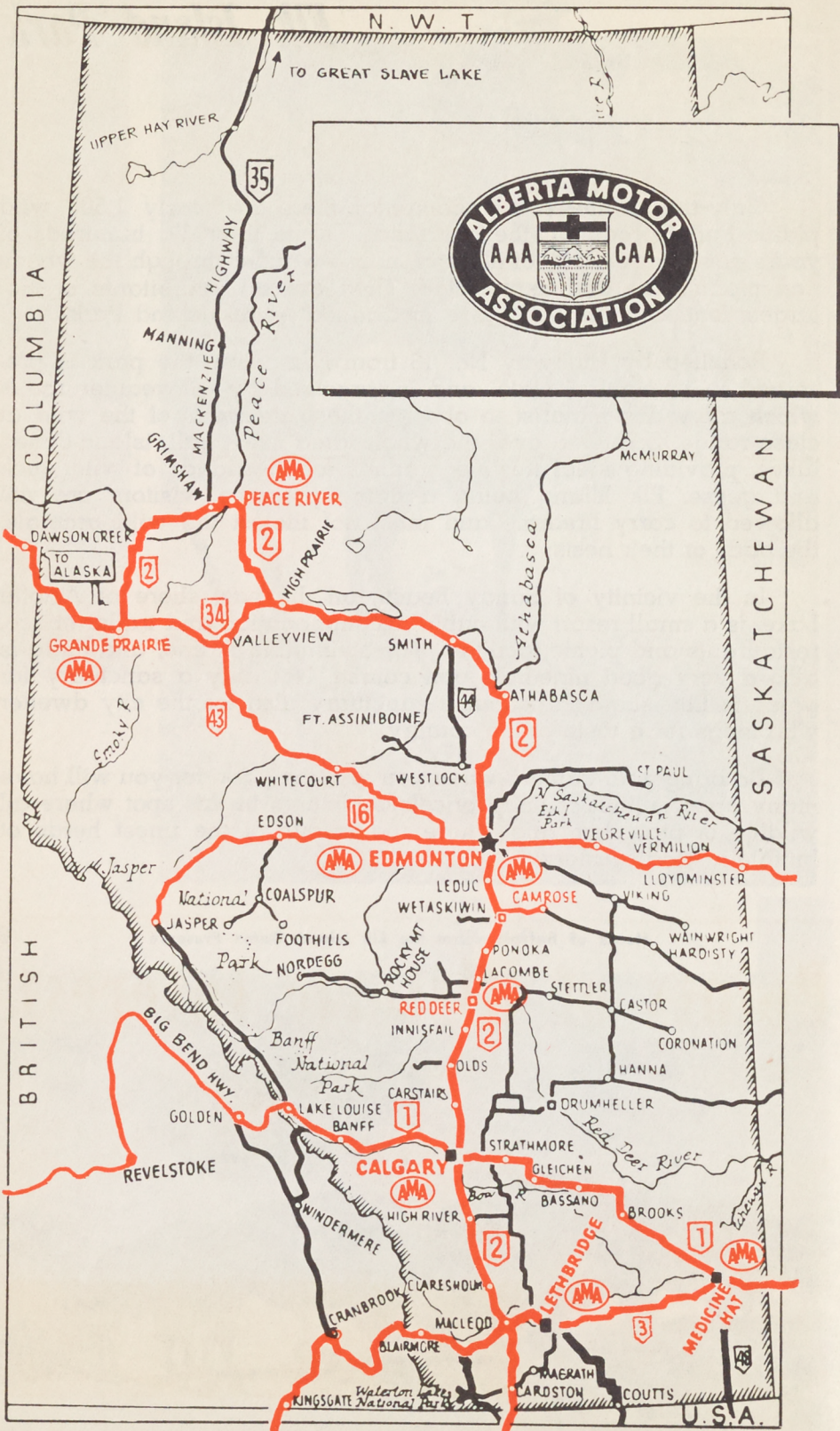
Reached by Highway No. 16 from Edmonton, the park is preserved in its natural state, and is traversed by all-weather roads which allow the motorist to observe these denizens of the wild at close range. Scattered over the whole area are small, island-dotted lakes, providing ideal nesting grounds for thousands of wild duck and geese. Elk Island being a game preserve, visitors are not allowed to carry firearms and must not molest the wild animals, the birds or their nests.

In the vicinity of Sandy Beach, on the east shore of Astotin Lake, is a small resort with cabin accommodation and trailer space, restaurants and picnic facilities. The swimming is fine, and there is also a very good nine-hole golf course. Not only a sanctuary for game is Elk Island Park, but a sanctuary also for the city dweller who longs for a taste of the country.

Do bring your camera when you visit the park, for you will have many opportunities to snap priceless pictures in this spot where all wildlife is protected, and where roams one of the finest herds of buffalo in North America.



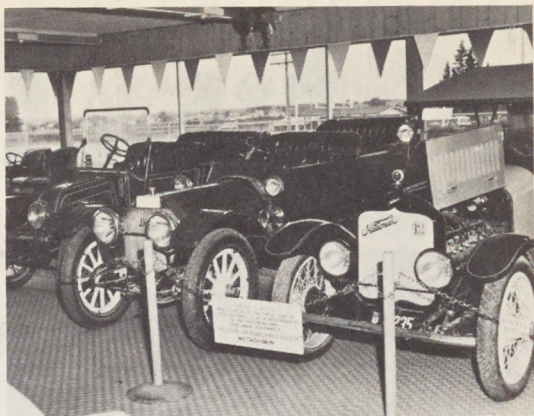




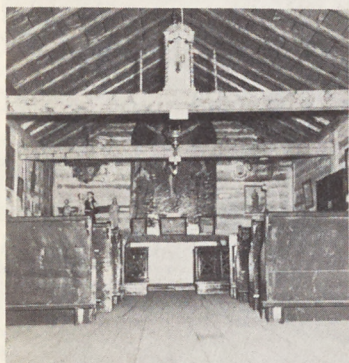




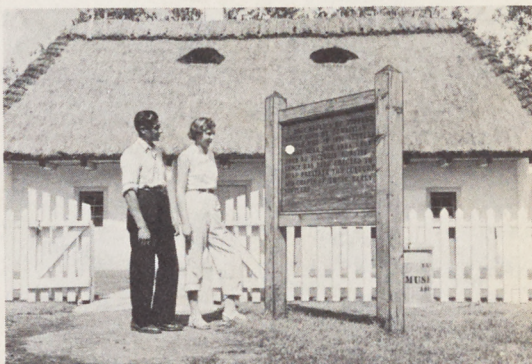
**Frog Lake Massacre**  
near Elk Point



**Western Canadian Pioneer Museum**  
at Wetaskiwin, 40 miles south of Edmonton



**St. Albert Mission Museum**  
at St. Albert, 10 miles north  
of Edmonton



**Replica of Pioneer Home**  
built by Ukrainian settlers in 1891 is situated  
at Elk Island Park

# Points of Historic Interest

## IN EDMONTON

- McDougall Memorial  
101st St. and 100th Ave.
- Cairn Marking Old  
Fort Edmonton  
Grounds of the  
Legislative Bldg.
- The Old Hermitage
- J. Walters' House,  
oldest house in  
Edmonton. West of south  
end of 105th St. Bridge
- First Newspaper Building  
Next to J. Walters' House

## NEAR EDMONTON

- Fort Ethier  
5 miles north of  
Wetaskiwin
- Pioneer Museum  
at Wetaskiwin
- Peace Cairn near  
Wetaskiwin
- St. Albert Mission  
Museum at St. Albert
- Pioneer Ukrainian Home  
Elk Island Park
- Ukrainian Museum and  
Archives at Mundare, 45  
miles east of Edmonton

For information on Historic Sites, contact:

**ALBERTA TRAVEL BUREAU**  
Legislative Building, Edmonton





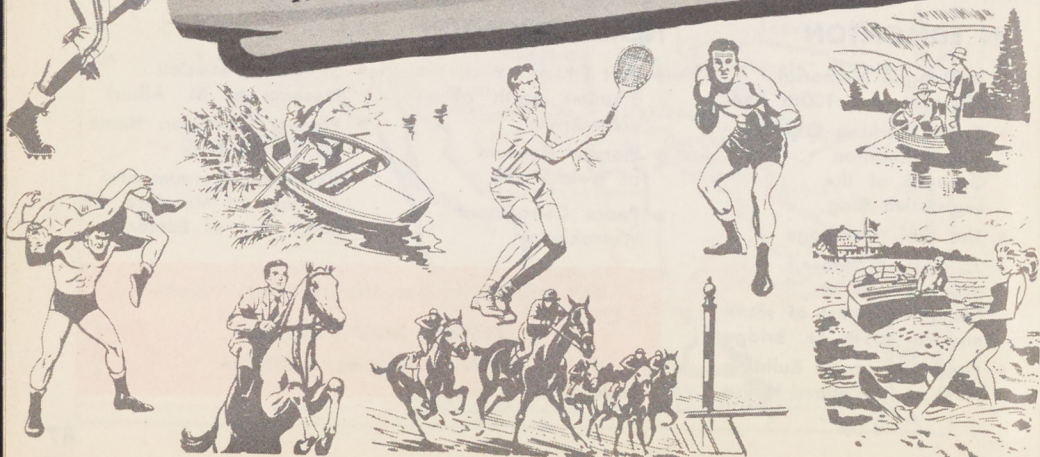

# THE CITY OF



# EDMONTON



Edmonton is widely recognized as one of Canada's great sport centres. Since the early days of the City's history, both spectator and participant games of all kinds have received enthusiastic support. Here are eight of the finest golf courses, 2,338 acres of parks and playgrounds, beautifully located swimming pools and tennis courts, a modern, completely equipped racing park, and some of the best professional football in the country played in newly enlarged Clarke Stadium. In addition there are numerous lawn bowling greens, riding academies, and, within a few minutes drive, many beautiful lakes for fishing and boating. You'll find your favourite sports at their best in the Playland of the Prairies—EDMONTON!







## *Guest Ranches*

### AND HUNTING LODGES

These guest ranches are authentic ranch operations where the raising of cattle and horses is the principal occupation, but which accommodate guests during summer months and supply guides and outfits for big game hunting during the fall.

**P.B. Guest Ranch**—located on Solomon Flats at the base of the first range of the Canadian Rockies, east of Jasper. This ranch is reached by C.N.R. train or car from Edmonton via Hinton to Entrance and Brule. Food and lodging, saddle horse, guide and daily saddle trips included in rate. Caters to big game hunters and their families during the fall hunting months. Address: M. F. Creighton, Brule, Alberta.

**Big Horn Ranch**—in the Clearwater Valley, south and east of Rocky Mountain House, reached by gravelled Highway No. 54 west from Innisfail. Organized trail rides into the foothills and mountains during the summer. Excellent fishing. Caters to big game hunters in the fall. Address: Jack Browning, Ricinus, Alberta.

**Wolf Lake Lodge**—an exclusive hunting and fishing lodge on Wolf Lake approaching the foothills southwest of Edmonton. This lodge is accessible only by aircraft from Edmonton or by land bombardier. Excellent fishing and hunting in true wilderness country. Address: Wm. Horinek, 9728 89th Avenue, Edmonton.

A brisk September ride in the foothills near Brule.

89







THRILL  
OF A LIFETIME!

# Jasper

IN THE CANADIAN ROCKIES



Only 4 hours' drive from Edmonton

This world-famous resort welcomes you with scenic splendor beyond your wildest expectations . . . with outdoor activities galore . . . with luxurious accommodation or picturesque rustic cabins and camping sites . . . with the delight-studded vacation of your dreams!



- Glorious Mountain Scenery
  - Wonderful Fishing
- Hiking, Riding,
  - Mountain Climbing
- Swimming
- Boating and Canoeing
  - Golf      ● Tennis
- Hotels, Motels,
  - Bungalow Camps
- Sightseeing Tours
- Guided Fishing Trips,
  - Trail Rides, Mountain Climbs, and Skiing both Winter and Summer
- Modern Stores,
  - Shops and Services



The Town of Jasper . . . Your Headquarters in Jasper National Park

PHOTOS BY  
ROWED AND O'NEILL,  
JASPER





# Jasper Park

From Edmonton, it is only a four-hour journey by car over an excellent paved highway, or on the main line of the Canadian National Railway, to one of the most extravagantly beautiful spots on the continent—Jasper National Park! In this 4,200 square miles of fabulous holidayland nature has bestowed her gifts of scenic beauty with prodigal hand. Towering, snow-crowned peaks soar far into the clouds; swift, white streams rush through the alpine valleys, and the entire region is dotted with gem-like glacial lakes.

In this setting of mountains and green forest you may spend your days exploring from a car or saddle, hiking, climbing or fishing in an angler's paradise. In the heady mountain air you will discover a new zest for living. You will want to swim and go canoeing, to play tennis and enjoy a game of golf on the fine championship course at Jasper Park Lodge.

You will want to see the regal peak of Mount Edith Cavell and the remarkable "Glacier of the Angels." You must not miss Maligne Canyon, Medicine Lake and the incredible, still beauty of the incomparable Maligne Lake. Magnificent Mount Robson, the vast and mysterious Columbia Ice Fields, the Athabasca Falls, the Sunwapta Falls, Miette Hot Springs, the Tonquin Valley and

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Athabasca  
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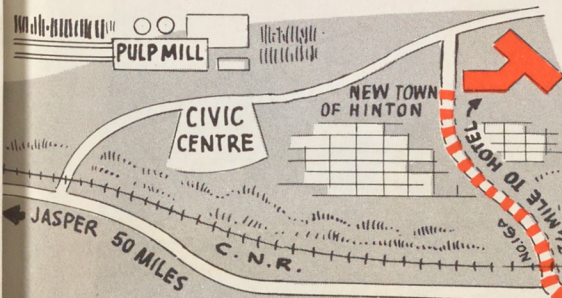
HINTON, ALBERTA

P.O. BOX 2300



ON THE  
EDMONTON-JASPER HIGHWAY

¾-MILE NORTH OF THE HIGHWAY  
IN THE MODEL TOWN OF HINTON

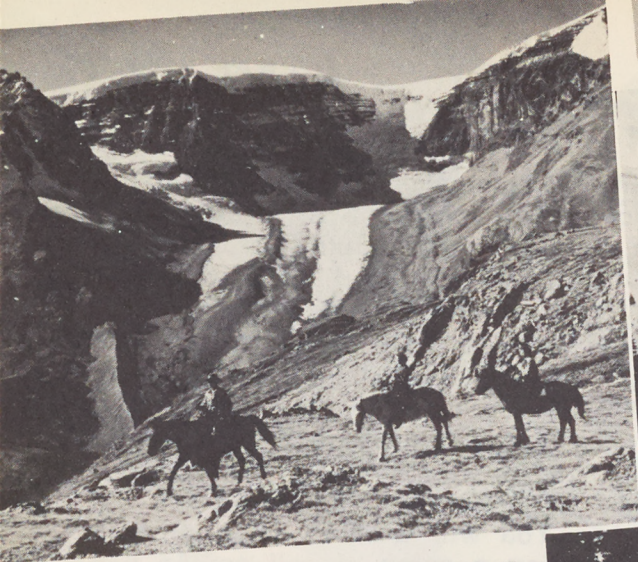


TURN HERE

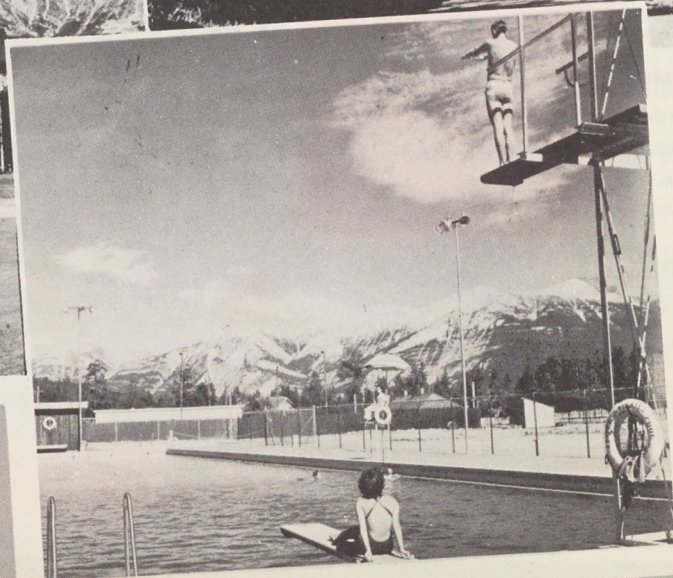
NO. 16 HIGHWAY TO  
EDMONTON 176 MILES

BIG CITY HOTEL FACILITIES IN THE HEART OF RUGGED ROCKY MOUNTAIN TERRAIN





A MOST  
GLORIOUS  
HOLIDAYLAND  
AWAITS YOU AT  
JASPER







The Canadian National Railway's Jasper Park Lodge situated on Lac Beauvert

Amethyst Lake, sheltered by the impressive Ramparts range—these are only a few of the places that everyone should see for himself.

It is impossible to see all of Jasper Park in one visit, and every mountain and every lake has a thousand facets, changing indefinitely with each changing mood of weather or season. Visitors return again and again, always to discover that they cannot exhaust the wonders of this region.

Accommodation at Jasper Park is excellent and you may choose luxurious surroundings or a simple family cottage. Three miles from the town of Jasper is the famous Canadian National Railways hotel, Jasper Park Lodge. There are several hotels and motels in Jasper town and a number of excellent, modern bungalow and cabin camps scattered throughout the park, many of them close to town, while others are along the highways or tucked away in more remote areas.

Sight-seeing buses make daily scenic trips to the many points of interest in the park, or you may rent a drive-yourself car and explore the region at your leisure.

If you have never seen Jasper Park, a wonderful experience awaits you. If you are returning for the second or third time, you will find hundreds of new places to see and will have the delight of discovering the old scenes afresh.





*Look  
for these markers...*

## WHEN TRAVELLING IN ALBERTA

Placed by the Government of Alberta, these  
cairns and rustic signs mark interesting

# HISTORIC SITES

near main highways throughout the province.



One of the earliest mission churches in the Peace River District is located on the banks of the Peace River at Dunvegan, 50 miles north of Grande Prairie.

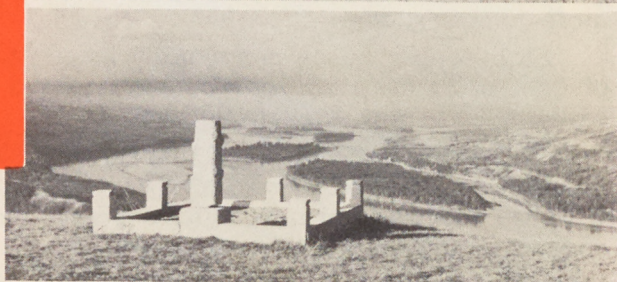
These chimneys, near Rocky Mountain House, are all that remain of the fort built 150 years ago by the famous explorer, David Thompson.



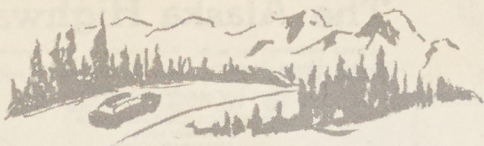
For information about  
Alberta's Historic Sites  
and Points of Interest,  
contact the

**ALBERTA TRAVEL BUREAU**  
Legislative Building, Edmonton

Grave of the storied  
"Twelve-Foot Davis" is on a  
height of land overlooking  
the Town of Peace River.







## *Alaska Highway*

A unique and thrilling vacation for the traveller with a taste for adventure is a trip along the famous Alaska Highway. If you are enthusiastic about camping or roughing it, hunting, fishing or journeying through a wild and beautiful country, this is the holiday for you!

Pushing back the last frontiers of the north, the highway traverses a tremendous region of unbroken forest, rivers, lakes and mountains. After crossing the lush and rolling Peace River basin the road soon begins to penetrate a wilderness almost untouched by the hand of man. Through the densely forested Rocky Mountain region and deep into the spruce, birch and aspen-clad river valleys of the interior there is little sign of habitation, except for infrequent small outposts or the occasional mining project and highway construction camp. It is a lonely land, rugged, wild and austere beautiful. In the deep silences of these virgin forests civilization seems far away indeed. But when you come into the cities of Alaska you will be amazed by their modernity, their electric refrigeration, modern plumbing, neon signs, airports and streamlined trains, and the new modern homes rubbing shoulders with the old buildings of the frontier days.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the high-



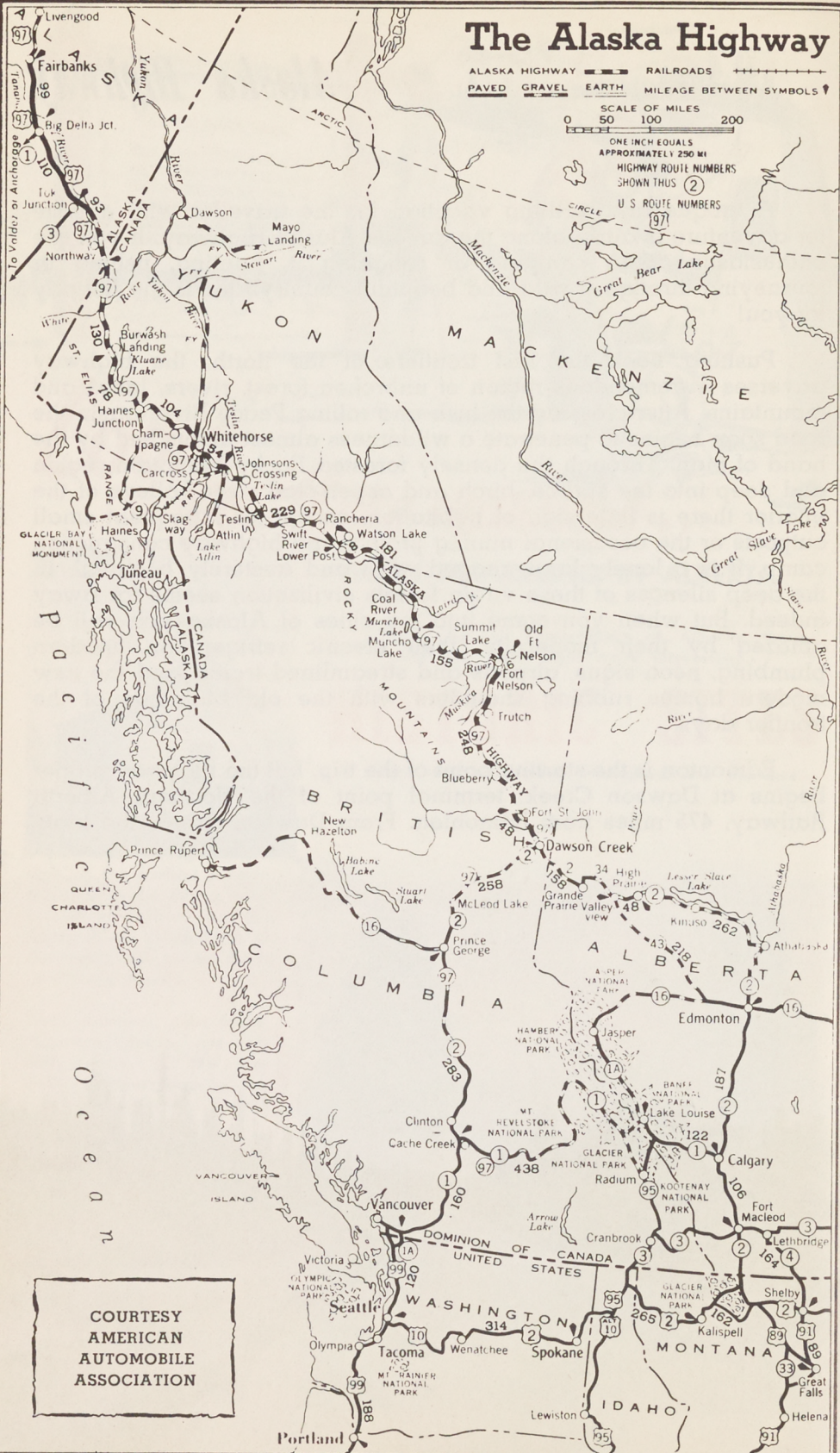


# The Alaska Highway

ALASKA HIGHWAY RAILROADS   
PAVED GRAVEL EARTH MILEAGE BETWEEN SYMBOLS

SCALE OF MILES  
0 50 100 200

ONE INCH EQUALS  
APPROXIMATELY 250 MI  
HIGHWAY ROUTE NUMBERS  
SHOWN THUS   
U S ROUTE NUMBERS



COURTESY  
AMERICAN  
AUTOMOBILE  
ASSOCIATION



way, a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.

The best season for travelling the Alaska Highway is between May 15 and October 15. Extreme winter cold and the early spring thaw make driving uncomfortable and difficult for a pleasure trip, although the road is open all winter. It is true that, during the summer, dust and mosquitoes are quite bad in some areas, but if you are properly prepared this will not mar your trip. It is well to remember that in the mountain areas the nights are cold, even at mid-summer. And when planning your journey, take advantage of the fact that you will have 16 to 20 hours daylight in this country. Reports on the condition of approach roads may be obtained from the Director, Alberta Travel Bureau, Legislative Building, Edmonton, Alberta.

Campgrounds with adequate cooking facilities have been prepared along the route for the use of travellers who are equipped for camping and carry their own supplies. Roadside accommodations — hotels, stores, meals, gas, oil and repairs — are available along the entire route. A list of these facilities appears at the end of this article. The traveller should check these stops and plan carefully, for he cannot expect help in the matter of food, shelter, or automotive repairs from Northwest Highway System maintenance camps. Arrangements for accommodation should be made in advance.

The failure of the Peace River Bridge has not affected travel on the highway, for traffic is moving normally across the Peace River via the railway bridge in the area.

Campers should bring a light, insectproof tent, down sleeping bags or blankets, a cooking outfit, camp axe and first aid kit. Wear the same clothing as you would for travelling in the northern United







States with the addition of an extra warm sweater or coat for cool nights. Movie film is difficult to obtain enroute, so plan to carry or purchase sufficient in Edmonton for the trip.

The northern regions of Alberta and British Columbia, and most of the Yukon and Alaska offer the sportsman the finest variety of fish and game on the continent. You can bag mule deer, moose, caribou, sheep, mountain goat, black and grizzly bear, ducks, geese, grouse, in season, and in Alaska there is also the graceful Sitka deer and the giant brown or Kodiak bear. The angler may stop along the way for giant rainbow trout, land-locked steelhead, Arctic grayling, northern pike, pickerel, lake trout, Dolly Varden, and the southeastern Alaskan cutthroat.

Hunting and fishing laws are very strictly enforced throughout the territory traversed by the Alaska Highway, and current information about seasons and licenses should be obtained before making the trip, from:

**British Columbia**—Game Commission, 567 Burrard St., Vancouver, B.C., Canada.

**Yukon Territory** — Dept. of Mines and Resources, Ottawa, Canada or Whitehorse, Y.T.

**Alaska**—U.S. Fish and Wildlife Service, Juneau, Anchorage or Fairbanks.

If you are heading for the Alaska Highway this year, you will have a wonderful trip, providing you carefully plan the journey beforehand. If you are not equipped for camping, arrange for accommodation beforehand. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. Happy motoring! May you have a thrilling journey into the land of the midnight sun.



# Accommodations and Facilities on the Alaska Highway

Mile	Location	Services and Facilities Available	Beds
<b>BRITISH COLUMBIA</b>			
0	Dawson Creek—Meals, Stores, Gas and Oil, Repairs, Phone and Telegraph		300
16	Farmington—Post Office, Store, Gas and Oil		None
36	Peace River Bridge—Minor Repairs		None
49	Fort St. John—Meals, Stores, Gas and Oil, Repairs, Phone and Telegraph		150
52	Charlie Lake—Meals, Gas and Oil, Minor Repairs		None
101	Blueberry—Meals, Gas and Oil, Phone and Telegraph		10
147	Beaton River—Meals, Store, Gas and Oil, Repairs		30
171	Mason Creek—Meals, Gas and Oil, Repairs		10
201	Trutch—Meals, Gas and Oil, Phone and Telegraph		10
233	Prophet River—Meals, Stores, Gas and Oil		20
300	Fort Nelson—Meals, Store, Gas and Oil, Repairs, Phone and Telegraph		50
351	Steamboat Mountain—Meals, Gas and Oil		10
392	Summit Lake—Meals, Gas and Oil, Repairs, Phone and Telegraph		12
397	Rocky Mountain Auto Court—Meals, Store, Gas and Oil, Minor Repairs		10
422	Toad River—Meals, Store, Gas and Oil		10
462	Brandt at Muncho—Meals, Store, Gas and Oil, Storage		18
463	Muncho Lake—Meals, Gas and Oil, Minor Repairs		10
496	Liard River—Meals, Store, Gas and Oil, Minor Repairs, Phone and Telegraph		12
533	Coal River—Meals, Gas and Oil, Phone and Telegraph		10
543	Coal River—Meals, Gas and Oil, Minor Repairs, Phone and Telegraph		5
596	Iron Creek Lodge—Snack Bar, Store, Service, Station and Garage, Wrecker Service, Phone and Telegraph		9
620	Lower Post—Meals, Store, Gas and Oil, Repairs, Phone and Telegraph		40

## YUKON TERRITORY

632	Watson Lake—Campground		None
634	Watson Lake—Meals, Store, Gas and Oil, Phone and Telegraph		40
643	Upper Liard River—Meals, Gas and Oil Repairs		None
687	Lower Rancheria—Meals, Gas and Oil		None
710	Rancheria—Meals, Gas and Oil, Campground		10
733	Seagull Creek—Lunch Stop		None
737	Swift River—Meals, Store, Gas and Oil, Phone and Telegraph		20
777.7	Morley River—Meals, Gas and Oil, Campground		6
804	Teslin—Meals, Store, Gas and Oil, Phone and Telegraph		15
813	Teslin Lake—Campground		None
837	Teslin River—Meals, Gas and Oil		20
843	Little Teslin Lake—Meals, Gas and Oil		Limited
849	T.C.—Campground		None
872	Judas Creek—Meals, Gas and Oil, Campground		Limited
883	Marsh Lake—Meals, Gas and Oil, Phone and Telegraph		30
918	Whitehorse—Meals, Stores, Repairs, Phone and Telegraph		300
967	Mendenhall Creek—Campground		None
987	Cracker Creek—Meals, Gas and Oil		Limited
996	Canyon Creek—Meals, Gas and Oil, Phone and Telegraph		10
1013	Pine Creek—Campground, Phone and Telegraph		None
1016	Haines Junction—Meals, Store, Gas and Oil, Repairs		15
1022	Bear Creek—Meals		4
1034	Jarvis Creek—Lunch Stop		None
1054	Kluane Lake—Meals, Gas and Oil		12
1075	Kluane Lake—Lunch Stop		None
1083	Destruction Bay—Meals, Gas and Oil, Phone and Telegraph		Limited
1093	Burwash Landing—Meals, Store, Gas and Oil, Repairs, Phone and Telegraph		40
1095	Airport Lodge—Meals, Gas and Oil, Phone and Telegraph		Limited
1105	Burwash Flats—Campground		None
1152	Lake Creek—Campground		None
1167	Koidern—Meals, Phone and Telegraph		None
1200.4	Beaver Creek—Store, Gas and Oil, Towing Service, Phone and Telegraph		None
1210	Sourdough Inn—Meals		6
1213	Mirror Creek—Campground		None
1220	Y.T.—Canadian Immigration and Customs, Meals, Phone and Telegraph		None
1221	Canada-Alaska Boundary		


## ALASKA

1318	Tok Junction—Meals, Store, Gas and Oil	40
1458	Richardson—Meals, Gas and Oil, Repairs	
1523	Fairbanks—Hotels, Stores, Meals, Gas and Oil	









## *Sports in Edmonton*

EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events runs high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

**Baseball:** At Renfrew Park, Western Canada's finest baseball park, at 104th Street and 96th Avenue, baseball fans may watch Senior League games on Wednesday and Saturday evenings and Sunday afternoons, night games being played under floodlights.

**Fastball:** Visitors are assured of an interesting game of fastball almost any night of the week, for Edmonton's Senior Men's and Women's Leagues play at Clarke Stadium, 111th Avenue at 92nd Street between 108th Avenue and Stadium Road, and at the South Side Athletic Park, 104th Street and 76th Avenue, Monday through Friday in the evenings and on Sunday afternoons. Both fields are floodlighted for evening play.

**Football:** Edmonton's famous football team, the spectacular Edmonton Eskimos, plays in the Western Conference, and for three successive years, 1954, 1955 and 1956, carried off the coveted Grey Cup trophy, highest honor in Canadian football. Western Conference football is played from mid-August to mid-November, and autumn visitors to Edmonton should not miss an opportunity to join the enthusiastic crowds who flock to Clarke Stadium to watch the Eskimos' thrilling brand of football.

**Soccer:** Large crowds are attracted to Clarke Stadium in the evenings, Monday through Friday, and Sunday afternoons, to watch Senior Soccer. Visitors to Edmonton will find this a novel and exciting spectator game.

**British Rugby:** If you are interested in seeing a tough and thrilling game of British Rugby, Senior teams play at both Clarke Stadium and at the South Side Athletic Park on Saturday afternoons.

**Cricket:** It often comes as a surprise for visitors and newcomers to the city to learn that cricket is played regularly here. Five teams in the Edmonton league play every Saturday and Sunday afternoon throughout the season at the cricket ground in Victoria Park, just south of the golf club house. Junior teams play Saturday mornings, and there is practice in the nets every evening.

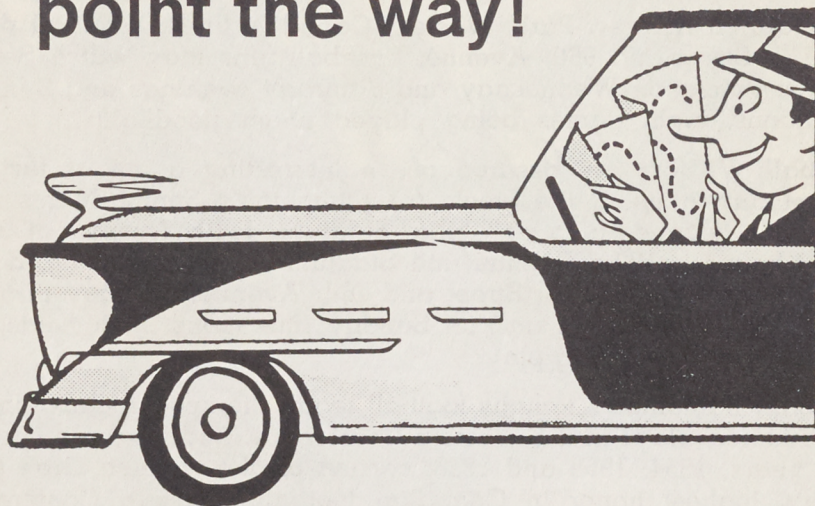
Anyone wishing to play cricket should phone Mr. George Powell, GE 3-3286, or Mr. Gerry Hansen, phone GE 3-0187.



# When you travel...

## let Shell

### point the way!



Just see your local Shell dealer two weeks before you want to leave on your trip and he'll put Shell Touring Service to work for you. They'll suggest the best roads and give you road maps with your exact routing clearly marked...provide brochures and information on where to stay...and give you a booklet for noting your daily expenses—all free!

## Ask Your Shell Dealer







Edmonton Golf and Country Club

**Horse Racing:** Three race meets, with pari-mutuel betting, are held at the Exhibition Grounds track in Edmonton each season. The Spring Meeting this year will last for 14 days, June 18th to July 4th, followed by the Exhibition Week Meet from July 18th to 23rd. The 14-day August Meeting commences August 13 and runs through to August 29th. The famous Canadian Derby, for a \$15,000 purse, Canada's biggest race next to the Queen's Plate, is now run in Edmonton at the August Meeting.

**Stock Car Racing,** at Speedway Park, north on 127th Street in Edmonton, has become one of the city's most popular outdoor sport attractions. Visitors to Edmonton are invited to attend these thrill-packed races on Wednesday evenings, some Saturday evenings, and every holiday. For information, phone GR 9-3804.

**Gliding,** or soaring, is fast becoming a major sporting activity in Edmonton, where ideal geographical location and weather conditions contribute greatly to the success of this thrilling sport. Based at the Hemsworth Airport in Wetaskiwin, 40 miles south on Highway No. 2, the Edmonton Soaring Club has dual-control training gliders and a number of sailplanes, several built by the members who own them. Five skilled instructors train novices in the art of soaring and the numbers of enthusiastic initiates grow with each passing week throughout the season. Any fine summer weekend finds the skies



in the Edmonton-Wetaskiwin area full of graceful sailplanes soaring off on flights of surprising distance and duration. Visitors are invited to watch the activities at Hemsworth Airport on Saturdays and Sundays, and soaring enthusiasts will enjoy a chat with club members at the hangars.

**Golf:** For holidayers whose first thought is a likely game of golf Edmonton has several really excellent courses.

**PUBLIC COURSES:**

Municipal Golf Course, Victoria Park.  
Riverside Golf Course, Dawson Bridge, No. 16 Highway.

**PRIVATE GOLF CLUBS:**

Mayfair Golf and Country Club, South Side.  
Edmonton Country Club, 156th Street.  
Highlands Golf Club, 66th Street and Ada Boulevard.  
Derrick Club, 10908 54th Avenue.  
Windermere Golf and Country Club.

The usual visitors' privileges are extended to all club members at the city golf clubs.

**Lawn Bowling:** Anyone desiring to play is invited to any of Edmonton's excellent greens where bowls will be provided.

Greens are located at:

Edmonton Club, 85th Avenue and 104th Street.	C.P.R. Club, South Side Station.
Garneau Club, Garneau Community Centre, 10943 84th Avenue.	Royal Club, Parliament Bldgs.
Alberta Avenue Club, 9228 118th Avenue.	Patricia Club, 10904 94th Street.
	Westlawn Club, 124th Street.
	Highlands Club, 65th Street.

**Tennis:** Visitors are welcome on Edmonton's hard rolled, taped courts, all lighted for evening play.

Borden Park Courts, 112th Avenue at 75th Street.  
Clarke Stadium Courts, 92nd Street between 108th Avenue and Stadium Road.  
Kinsman Park Courts, 107th Street and 91st Avenue.

\*Victoria Composite High School Courts, 102nd Street and 103th Avenue.

\*Ross Sheppard Composite High School Courts, 111th Avenue and 135 Street.

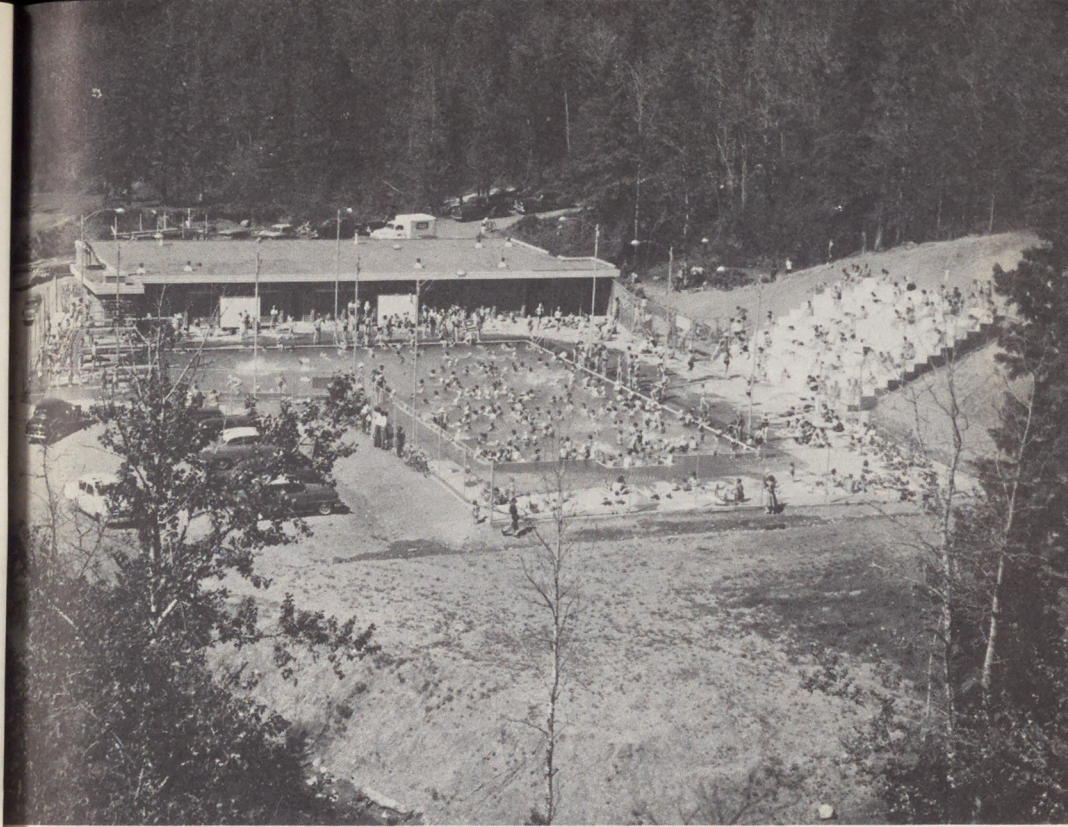
\*Bonnie Doon Composite High School Courts, 91st Avenue and 81st Street.

\*High School Courts are open to the public in the evenings and all day from June to the end of August.

**Riding Academies:** Seven well-known riding academies make fine saddle horses available to visitors who have a yen for the feel of the leather:

Briercrest Stables, 117th Avenue and 149th Street.  
Hillcrest Country Club, South on 156th Street to the Saskatchewan River.  
Leecoll Stables, White Mud Creek.  
Coles' Riding Stables, Jasper Place (West Edmonton).  
Mrs. McLeod's Stables, West of Edmonton Country Club.  
Marilena Ranch, East of Salisbury Corner, Highway 16A East.  
Rainbow Valley Saddle Club, 12803 103th Avenue.





Mill Creek Swimming Pool

**Swimming Pools:** Four outdoor pools, municipally owned and operated, and five indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at the South Side Park Pool (Queen Elizabeth Park), the Borden Park Pool, the West End Pool at 119th Street and 103rd Avenue, and the Mill Creek Pool off 82nd Avenue at 93rd Street.

**Sports Clubs:** Two new family sports clubs, The Derrick Golf and Winter Club, 10908 54th Avenue, and the Royal Glenora Club on the River Road in the north river valley, just west of the High Level Bridge, provide wonderful summer and winter sports facilities for their members, including tennis and badminton courts, curling and skating rinks, swimming pools, bowling alleys and game rooms. Both clubs are situated in beautiful natural settings for outdoor activities.

**Winter Sports:** Outstanding professional hockey is played throughout the winter months at the Edmonton Gardens, while good junior hockey also draws large crowds of spectators. Curling is, perhaps, the most popular participant winter sport and a number of large rinks with 85 sheets of artificial ice are in continual day and evening use throughout the season. Skating and hockey are especially popular among the young people, while the Edmonton Ski Club site provides excellent skiing away from the mountains.







Alberta is a paradise for hunters, whether they come after large game or small. Tourists wanting to use guns or rifles must register them at the nearest R.C.M.P. detachment. Pistols and revolvers are prohibited. The National Parks and game preserves provide ample breeding grounds and protection for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game—and good hunting—in the open territory.

Regulations regarding open seasons for game vary from year to year, and detailed information about seasons and licenses should be sought from the the Game Branch, Department of Lands and Forests, Edmonton, Alberta, Phone CA 9-3229.

## HERE IS WHERE TO FIND YOUR GAME:

**Big Horn Sheep:** Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

**Mountain Goat:** Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

**Woodland Caribou:** All the way from the Athabasca River north, through the foothills and mountains to the B.C. boundary.

**Elk:** Found mostly in the Pembina-Brazeau reserve and the Crows-nest region.

**Mule Deer:** Abound everywhere from Edmonton north, and are also particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

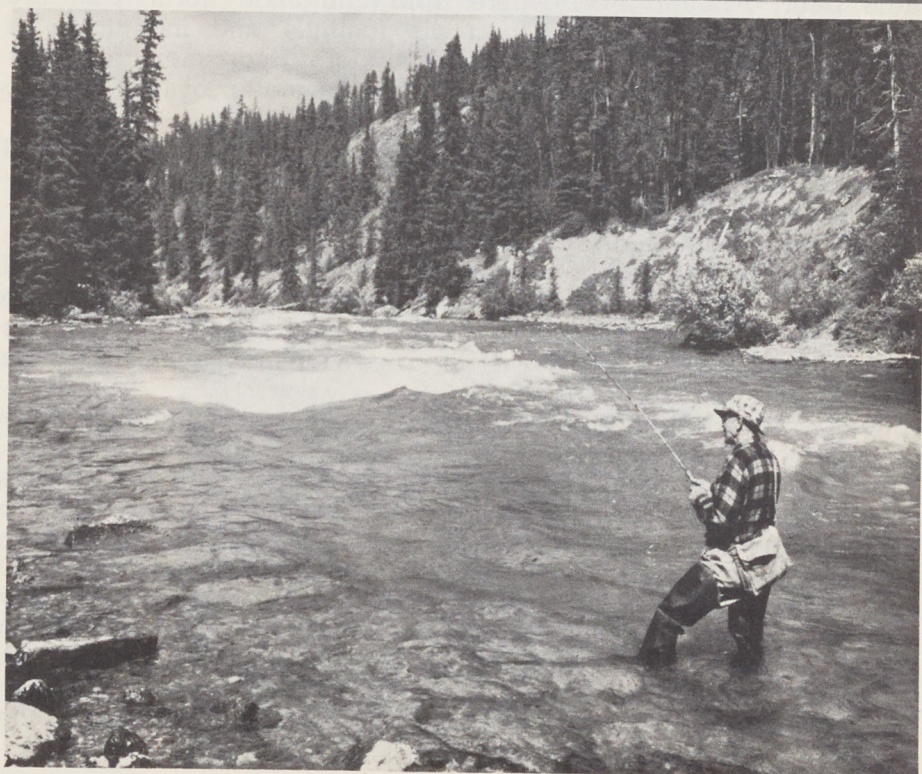
**Moose:** In somewhat the same territories as the mule deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

**Grizzly and Black Bear:** These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

**Antelope:** Found in the south-east of the province in abundance. May be hunted only with special permit.

**Bird Game:** Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton vicinity to the far north, every water hole teems with ducks, geese and snipe. Prairie chicken, ruffed grouse and pheasant are not quite so plentiful of late years, and the season is usually restricted, while it is completely closed on Chinese and Mongolian pheasants. The Hungarian partridge, introduced in 1908 and 1909, is so wily and quick that it has increased tremendously. Always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.









Some of the most thrilling "dry land" fishing in the world is found in Alberta. Everything from tiny goldeye to salmon trout is found in the Edmonton vicinity. There is no closed season on angling in Alberta, but an angling permit is necessary and is obtainable at hardware and sporting goods stores, from the police and wardens, for \$1.00. Anglers visiting the National Parks need a special fishing license in the Parks.

The use of live fish for bait is prohibited, as is the use of more than one line or rod and line, and of more than three hooks on any line, such hooks to be well spaced to prevent a single fish being hooked by more than one hook.

**Vicinity of Edmonton**—Fair sport for pike, pickerel, perch and gold-eye may be had in a number of waters within a sixty-mile radius of the city, including Wabamun Lake, Isle Lake, Lac Ste. Anne, Lac la Nonne, Lake Nakamun and Chip Lake. Hasse Lake, Sara Lake and Thunder Lake have been stocked with pike while several small lakes in the immediate area—Muir Lake, Chichakou Lake, Wendell Lake, Saur Lake and Cottage Lake—are stocked with rainbow trout.

**Wetaskiwin District**—Pike, pickerel and perch can be caught in Pigeon Lake, 28 miles west of Wetaskiwin—just 68 miles from Edmonton.

**North and East of Edmonton**—There are pike, pickerel and perch in a number of good fishing lakes in this area and Cold Lake is famous for its excellent lake trout, well known for their large size and delicious flavor. The other fishing lakes here are Frog Lake, Baptiste Lake, Lac la Biche, Buck Lake, Skelton Lake, and Amis Lake.

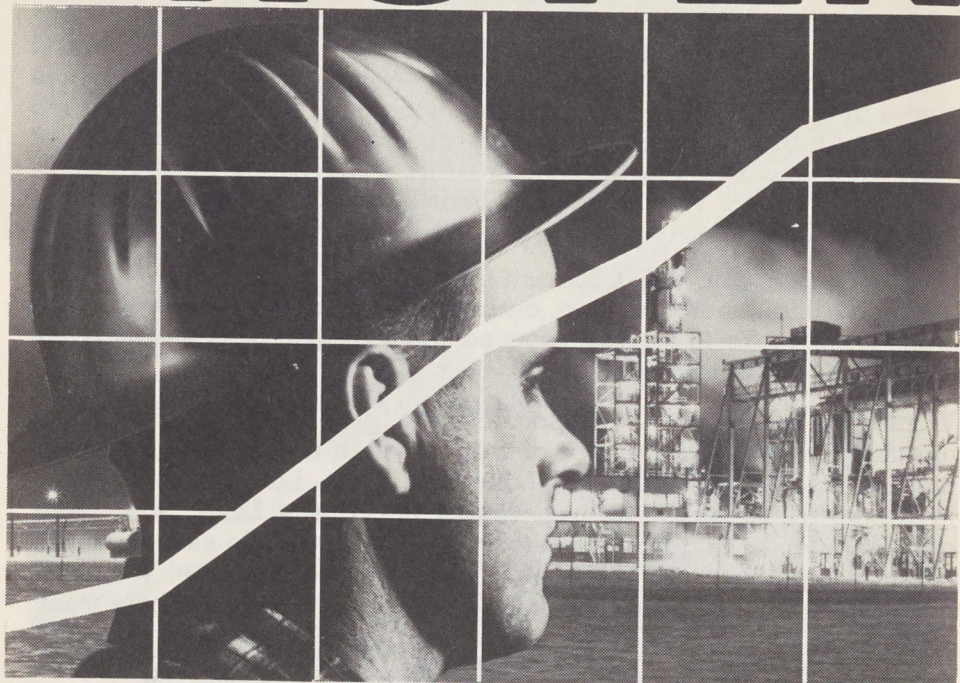
**West of Edmonton**—Dolly Varden trout, rainbow trout and grayling are found in the Edson River, Trout Creek, McLeod River, Musky River, Obed and Bear Lakes, Moose Creek, Sundance Creek, and Embarras Creek, all close to Edson.

Good sport for Dolly Varden trout, rainbow trout and grayling may be had in the numerous waters conveniently reached from the Brule station—Brule Lake, Fish Lake and Creek, Solomon Valley waters and the Hay River.

**Jasper National Park**—Rainbow trout, cutthroat trout, Dolly Varden trout and salmon trout are indigenous to the lakes and streams of Jasper National Park, while Loch Leven trout, land-locked salmon, and eastern brook trout have been introduced into these waters. The best fishing waters within easy access of the town of Jasper are Lakes Annette and Edith, Pyramid Lake, and a group of small lakes—Caledonia, Marjorie, Hilbernia and Dorothy—on the benches of the Athabasca River. Wabassa Lakes, 8 miles from Jasper, are noted for rainbow trout.



# PROVEN



# GROWTH

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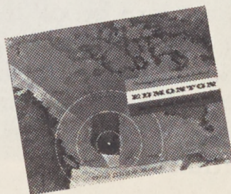
## Edmonton

**Can do nothing but grow—Let your industry grow with it**

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**"Edmonton Markets and Statistics"**

John R. Munro, Industrial Commissioner,  
City Hall, Edmonton, Alta.







It was in February of 1947, less than 25 miles from the city of Edmonton, that a wildcat well probing the earth's crust struck oil. This dramatic discovery set in motion a flow of economic circumstances which, like the flow of oil it brought to the surface, spread in ever widening circles to affect the whole fabric of Canada's economic pattern.

Since Imperial Oil Limited's first Leduc strike tremendous developments have been made, many of them in the immediate Edmonton area. Greatly increased exploration activities brought to light even larger fields in the area. Industrial concerns began to move into the vicinity, and oil began to flow through the smooth bore of the Interprovincial pipeline to markets in Ontario, 1,800 miles to the east. The oil boom was on, and Canada soon emerged from a 90% dependence on imported oil to complete oil self-sufficiency—the largest oil producer in the British Commonwealth.

Large fields in the immediate vicinity of Edmonton, Leduc-Woodbend, Redwater and the tremendous Pembina field, which is Canada's greatest oil-producing area with an estimated recoverable reserve well in excess of a billion barrels, have now been producing for a number of years and several smaller fields are also capable of excellent capacity. Exciting new discoveries in the Swan Hills area promise another extraordinarily rich field near Edmonton.

The recent radical drop in the market for Alberta oil has resulted in a severe curtailment of production in Alberta fields and the 9,216 wells, with a total capacity of some 832,000 barrels of oil per day, have decreased their oil output from 434,000 barrels a day in 1956 to only 356,000 barrels daily in 1959. This lack of market is due in some measure to the assurance provided by the political stability of the area that Alberta oil will be available for future world markets. Though serious, it has not brought oil activity to anything resembling a standstill and considerable expansion is taking place in the oilfield supply industry.

Millions are still being spent in further exploration and it is interesting to note that more than one in every four exploratory holes drilled have yielded either oil or gas, in comparison with one in ten

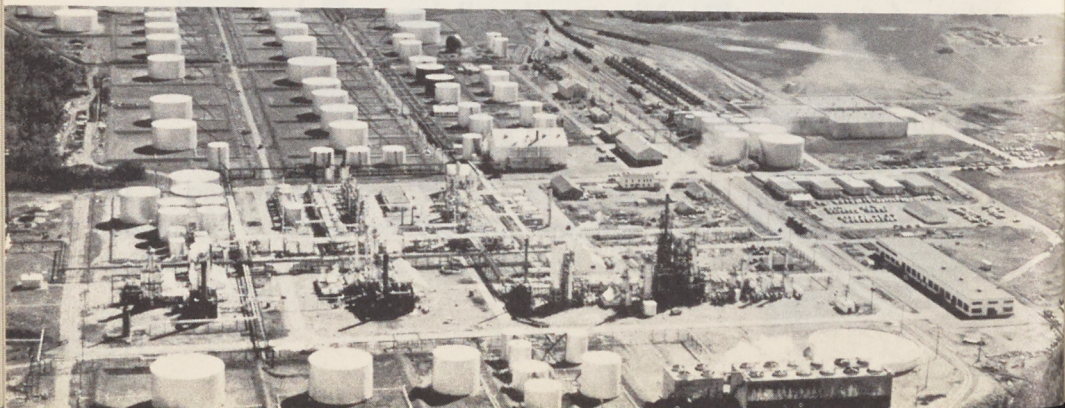


in the U.S. fields. A recent significant discovery is the rich Swan Hills find in the Peace River area, while new strikes of natural gas in the eastern ranges of the foothills will bring back old oil producing areas as important gasfields.

In the far north of the province a pilot plant has been successfully testing equipment for the extraction of oil from the famous McMurray oil sands during the past year. Recent proposals for extraction by underground nuclear blasts are also under consideration, but any decision on this project will depend on nuclear test agreements reached by world powers and further investigation of all aspects of the project.

The discovery and development of Alberta's oil and gas reserves has provided the seven-league boots for enormous strides in industrial expansion in the Edmonton area. Looming on the prairie skyline at the eastern outskirts of the city are the cracking towers, stills and exhaust stacks of the three huge oil refineries of the Imperial Oil Company Limited, McColl-Frontenac Oil Company and the British American Oil Company. In the same area are the tremendous storage tanks of the Interprovincial Pipe Line Company, the longest crude oil pipeline in the world, which delivers oil to refineries in Sarnia, Ontario, and the Trans-mountain Oil Company pipeline, which supplies Vancouver, the west coast and a refinery at Ferndale in the State of Washington. Huge absorption plants convert gas from the producing zones into propane, butane and other component products.

The phenomenal industrial growth of the Edmonton area is, of course, the direct result of the development of these lucrative petroleum finds. The prospect of a cheap and plentiful fuel supply has brought many new plants to the area, while the availability of both raw material direct from the source and unlimited cheap fuel supply has resulted in the establishment of a rapidly growing petrochemical industry in the Edmonton district. In addition to the three big refineries just east of the city, Canadian Industries Limited





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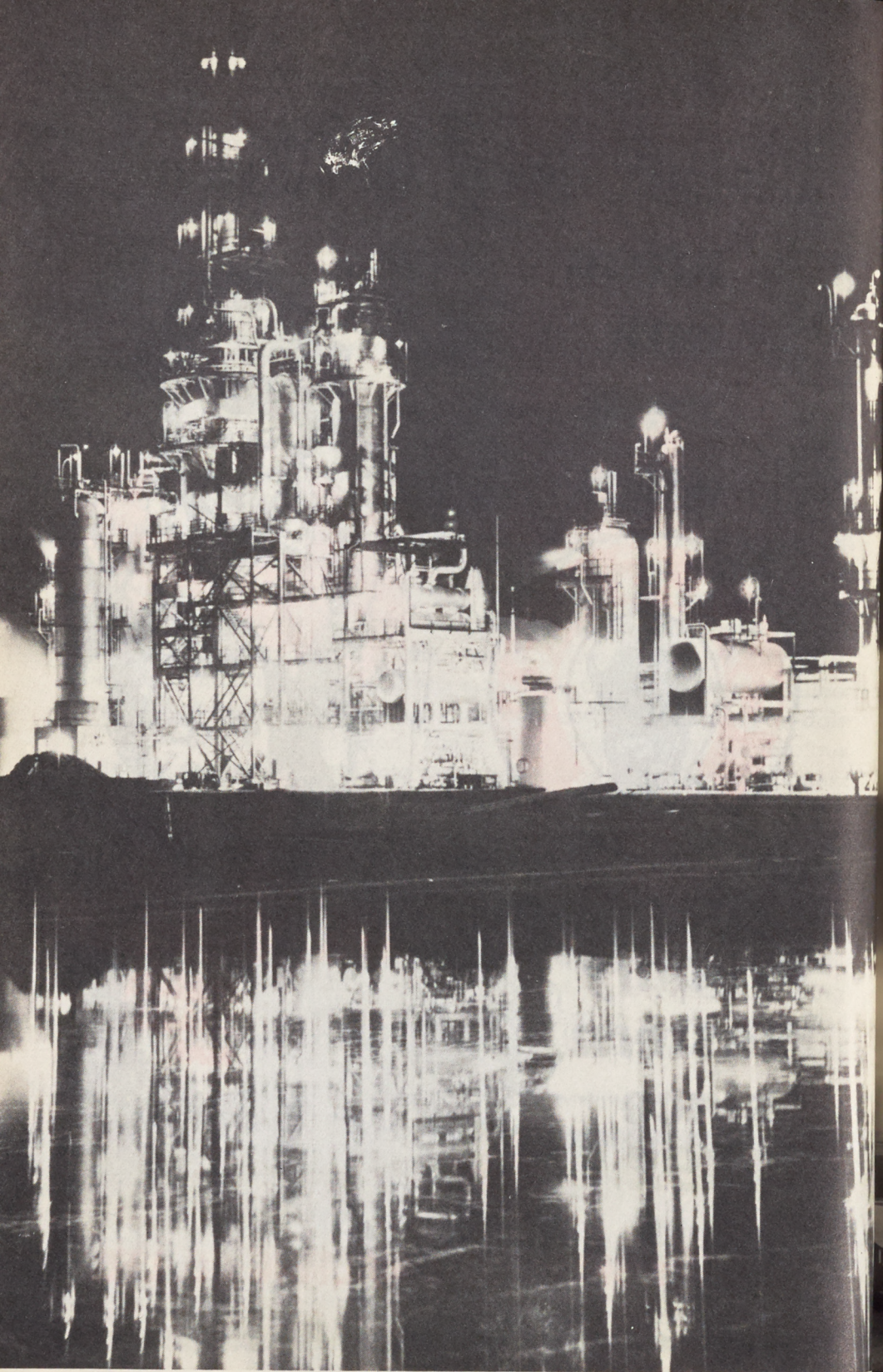


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operates a large polythene plant in the same area. The Canadian Chemical and Cellulose Company, in its huge plant, produces cellulose acetate and other chemical products. In the same vicinity Imperial Oil's lubricating oil plant, several polyethylene products fabricators, plastics plants, roofing manufacturers, two resin adhesives plants and an asphalt plant have recently gone into operation. Naugatuck Chemicals will also operate a plant for the production of agricultural chemicals in the same area. Just north of Edmonton, at Fort Saskatchewan, the Sherritt-Gordon Company is operating a new nickel refinery and fertilizer plant which uses natural gas in its processing operations. Dow Chemicals plan a large plant here also. Obviously Edmonton is fast becoming the petrochemical centre of Canada.

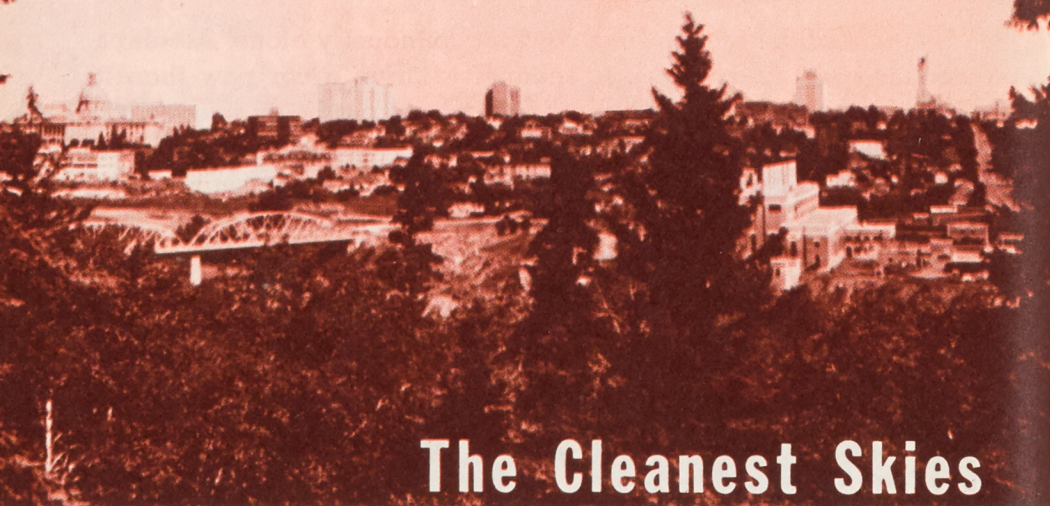
But the wealth from oil is not confined to industry alone. Alberta's man-on-the-street finds that it is cheaper to drive a car now than it used to be, or than it would have been had oil not been discovered. Mineral right allocations have meant real wealth to landholders lucky enough to own them, and farmers not holding mineral rights are being paid at least for surface rental at well locations. The Alberta government is receiving handsome sums of money from the sale of lease blocks in established fields, and from the rental of large tracts of land taken out as reservations by oil companies under exploration permits.

One of the largest sources of revenue to the government, and one that has a direct benefit to the citizens of the province, is the royalty payments made by all oil companies to the provincial government, which holds about 93 per cent of all mineral rights itself. These monies are being widely used for the construction of new highways, the improvement of existing roads, for the expansion and establishment of institutions of health and learning, for homes for the aged and for many other capital expenditures important to the people of the province.





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## *Natural Gas*

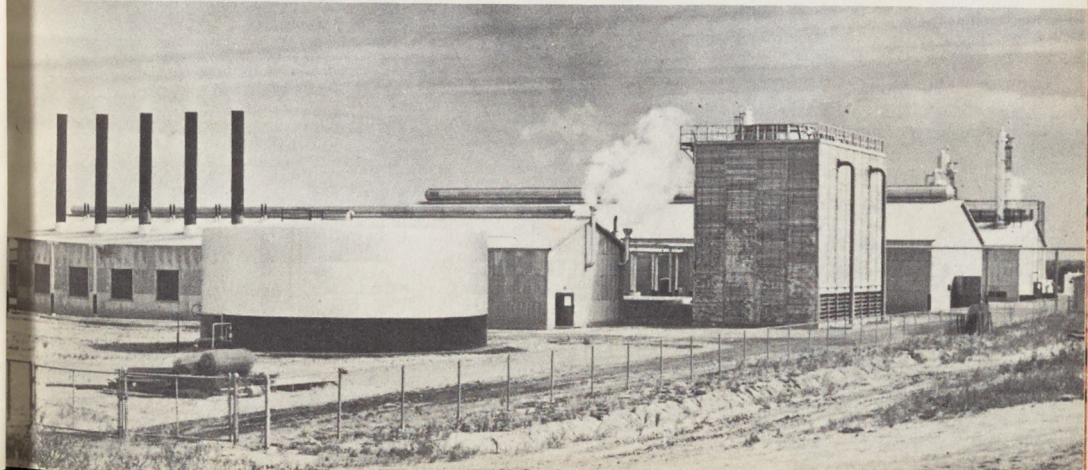
Hand in hand with the production of oil in Alberta fields goes the production of natural gas, and as the oil output increases so does the recovery of natural gas. For many years supplies of gas in Alberta's vast gasfields, especially in the Edmonton region, have been considered practically inexhaustible. Proven reserves are now estimated at more than 26.9 trillion cubic feet, a figure which with continued exploration and oil production, may be expected to increase considerably each year. Production of natural gas in Alberta in 1959 was approximately 353 billion cubic feet, only 255 billion cubic feet of which were actually sold.

Surrounded as it is by large natural gasfields, Edmonton is, of course, served with gas for both domestic and commercial use. The wonderful convenience and economy of this clean fuel for heating and cooking is a boon to householders of the whole region, while for industry it provides efficient, cheap power without dirt or smoke.

With the establishment of large petrochemical industries in the Edmonton area, requirements for natural gas components — ethane, butane, propane, etcetera — have risen rapidly here, while residual fuel gas reserves from processing plants which extract these components, must be marketed. Exports of Alberta gas have risen about 60% in the past year, but to prevent waste and to continue development of the province's huge gasfields, a larger export market must be built up. The Trans-Canada Pipe Line is now carrying natural gas to points in the east and the recently-granted permit to ship a further 204 million cubic feet per day into the U.S. will help to establish adequate new markets for Alberta's huge surpluses. This, and the possible granting of other export permits will result in greatly increased exploration of the province's enormous gas reserves and further expansion of the gas processing and petrochemical industries in the Edmonton area.

This gas absorption plant operates in the Leduc field.

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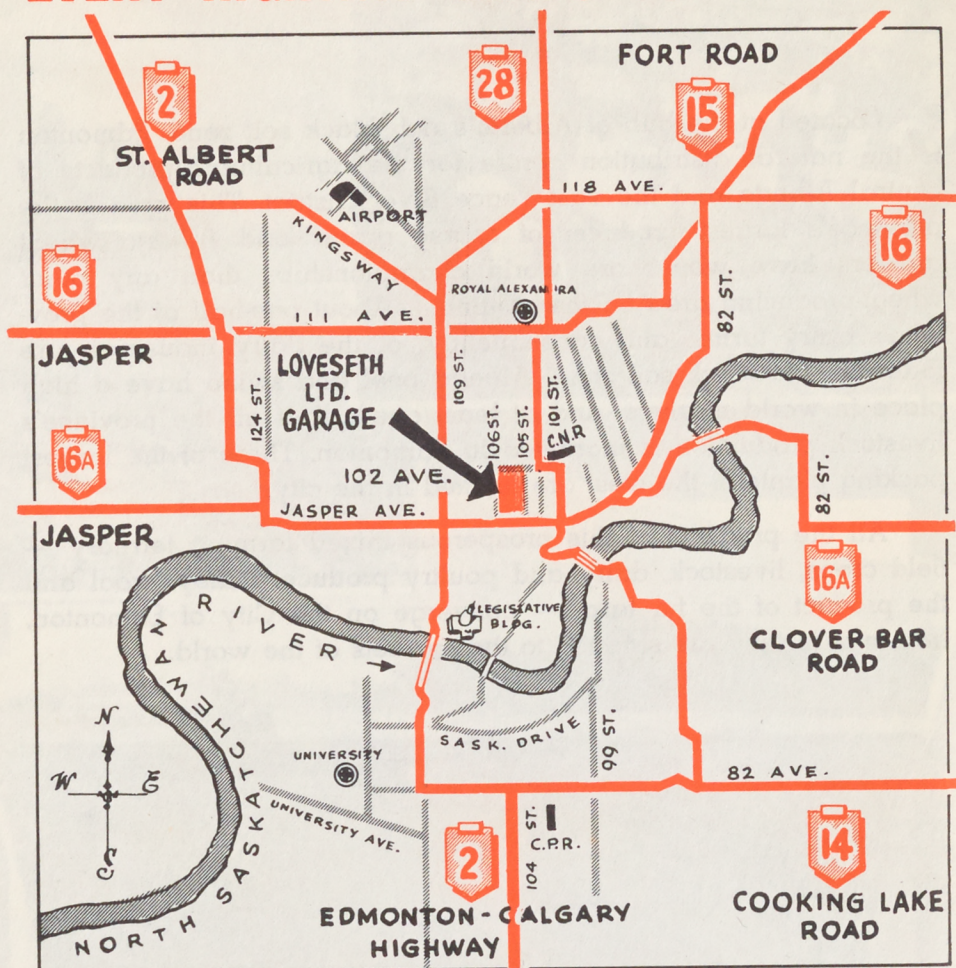
Located at the hub of Alberta's rich black soil zone, Edmonton is the natural distribution centre for the agricultural products of central Alberta and the vast Peace River District. This area is the province's largest producer of coarse grains and Alberta wheat growers have won more world championships than any other wheat-producing area on the continent. About one-half of the province's dairy farms, and consequently, of the dairy industries, are found in this black soil zone. Alberta beef and swine have a high place in world markets, and at least one-half of all the province's livestock production is marketed in Edmonton. Three of the largest packing plants in the west are located in the city.

All the products of this prosperous mixed farming territory — field crops, livestock, dairy and poultry produce, honey, wool and the product of the fur farm — converge on the City of Edmonton, from where they are shipped to the markets of the world.





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# *Mines and Minerals*

## EDMONTON . . . MINING CENTER OF NORTHWEST CANADA

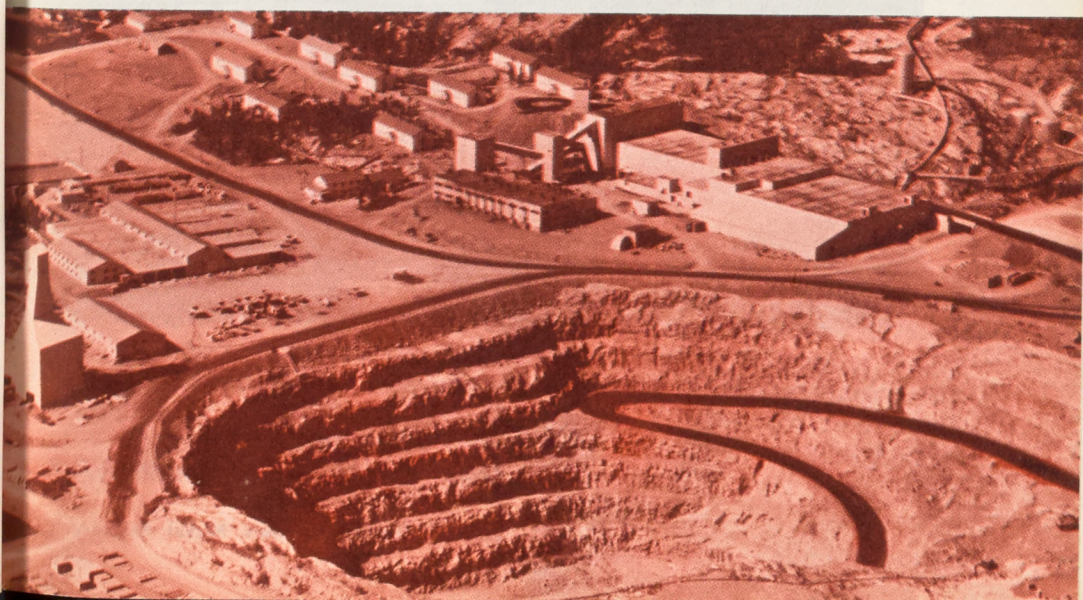
Centrally located on the main air lines between eastern and central Canada and the mining areas of the North, Edmonton is the hub of northern transportation. Passengers, express and freight flow in a steady stream to the north, while the mining production of the Northwest Territories and the Yukon flows back through Edmonton to be routed to its final destination.

As supply center for the vast northland areas Edmonton ships many thousands of supply items to the development projects every month. About 75,000 tons of freight are moved out of Edmonton annually to both construction and production operations. The mines in production draw a steady tonnage of supplies year after year, and while construction is seasonal, new projects have kept up the demand for supplies. Renewed interest in plans to develop Canada's northland will inevitably result in increased demands for an even larger flow of men and materials from Edmonton.

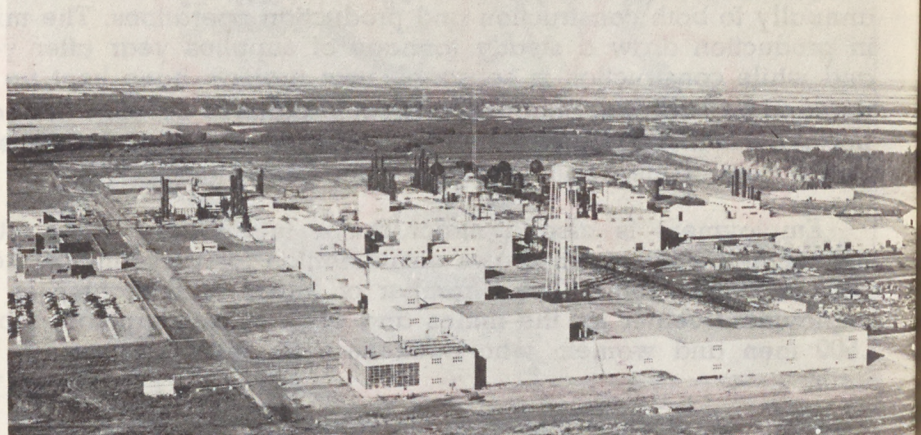
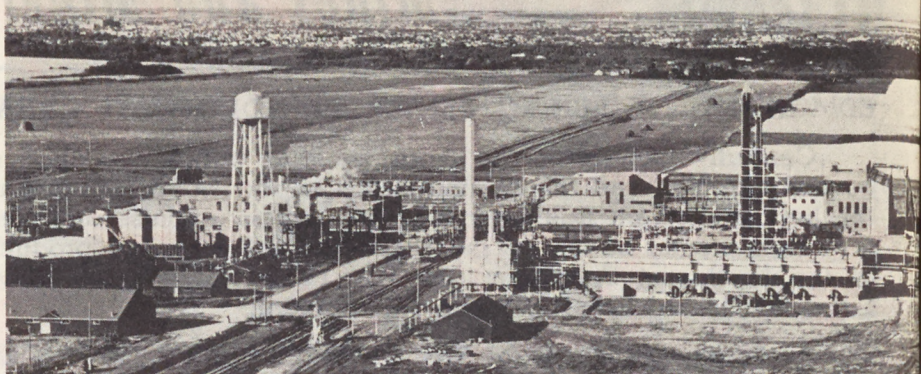
Employment is also a major factor in northern construction and development which draws on Edmonton for personnel to keep these activities going. The Chamber of Mines at Edmonton is the employment center for the mines and each season employs about 2,500 men and women, who outfit here for their sojourns in the north.

Maps of all of northwestern Canada, covering topography, air navigation and geology are available at the Chamber of Mines and information on mining and other developments going on in the North is also available here.

Open pit, plant and residences at Gunnar Mine, Uranium City, Saskatchewan







Three giants—

Top: The C.I.L. Polythene Plant.

Center: Plant of the Canadian Chemical & Cellulose Company.

Bottom: Sherritt-Gordon's Nickel Refinery.





## *Business and Industry*

Even in this era of great urban and industrial expansion in centres all across Canada, the recent rapid growth and development of the City of Edmonton has been nothing short of phenomenal. Business and industrial activity has increased at a spectacular pace. Edmonton's manufacturing, distributing and commercial facilities have been doubled in the past ten years, while the annual influx of thousands of people attracted by this development has, in the same period, doubled the population. Figures recently published by the Financial Post show that Edmonton has experienced the greatest rate of growth of any major metropolitan area in Canada during the past decade, having attained a 96% increase since 1949.

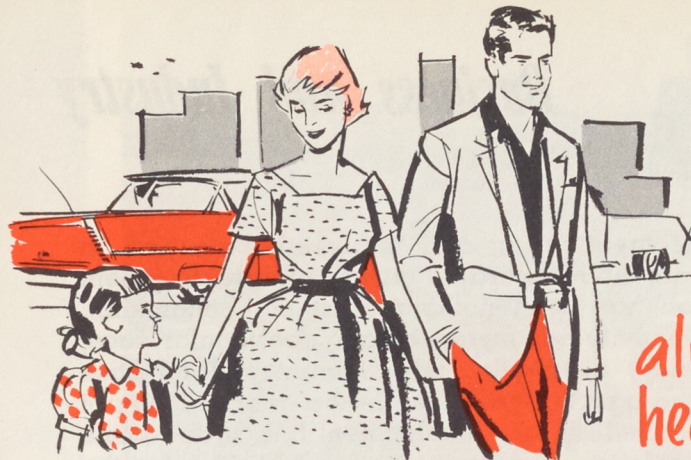
One third or more of the province's entire purchasing power is concentrated in the Edmonton area and three-quarters of Alberta's total wholesale trade flows through the city's warehouses. Per capita retail sales recorded in the Edmonton area total more than 46% over the national figure. Bank clearings last year amounted to \$2,344,183,987, twice the volume of ten years ago.

Visible evidence to the visitor's eye of the city's recent tremendous growth is the predominance of new, modern commercial and industrial buildings, the thousands of obviously new homes and apartment buildings, the enormous amount of new construction now in progress in every part of the city. During 1959 the city issued building permits for construction estimated at costs of \$70,907,538, while the value of building permits issued in the metropolitan area mounted to \$97,000,000 for the past year.

Major impetus behind the rapid industrialization of the city has been, of course, the development of the oil and gas industry in the area, and the subsequent establishment of all kinds of satellite and interdependent industries. Once a city whose economy was based squarely on agricultural production and supplying the needs of a predominantly agricultural region, Edmonton is now riding on a wave of industrialization into a new era of importance and prosperity, the limits of which it is impossible to predict.

On the other hand, the agricultural industry will always be of prime importance to the city. As railhead of the province and main supply centre for northern and central Alberta, Edmonton handles a large proportion of the province's annual 600- to 800-million-dollar agricultural production. The value of livestock marketed here alone is well over \$100,000,000 annually, while Edmonton's five meat-packing plants process more than one third of Alberta's entire meat production.





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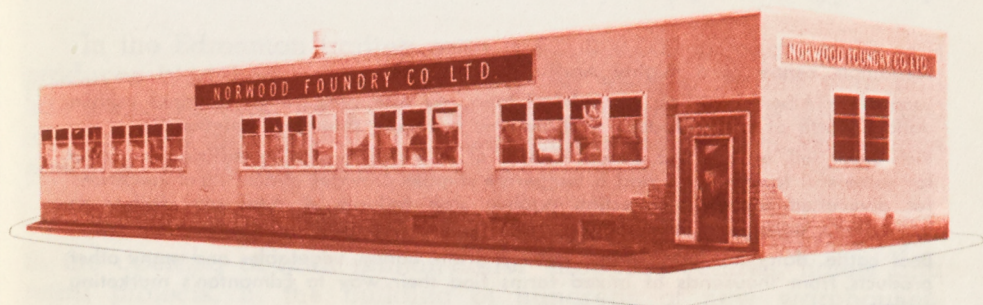


In addition to the rich agricultural yields of the Peace River region in the north, Edmonton also receives the valuable fur catches of the north country and is supply centre and receiving depot for northern Canada's \$30,000,000 mineral production — uranium, gold, silver, base metals and asbestos.

Edmonton's recent emergence as an industrial city had its beginnings in the discovery of oilfields in the Edmonton area, the immediate result of which was the establishment of a large number of oil supply industries, followed closely by an \$80,000,000 refinery program which has since been undergoing continual expansion. Two oil pipelines, transporting crude oil to eastern Canada and to the west coast, were built at costs totalling \$260,000,000. A lubricating oil plant betokens an investment of \$15,000,000. Three giant petrochemical plants operating in the Edmonton area represent 40% of all such investment in Canada.

Just outside the city, in the refinery area, the C.I.L. polyethylene plant uses the ethane component of natural gas for the production of polythene. Expansion completed this year has doubled the production capacity of this plant.

At the huge plant of the Canadian Chemical Company east of the city, also in the process of expansion to double its production, an important man-made fibre, cellulose acetate, is produced along with a number of essential commercial chemicals. This is the first such plant to be established in the west.



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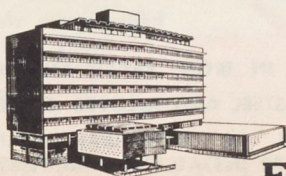
Rich black soil, an average annual rainfall of 18 inches to provide sufficient moisture for successful farming . . . and a temperate climate provides almost ideal conditions for diversified farming, protecting against crop failures. A total crop failure in Edmonton's agriculture area is unknown.

Beef cattle, dairy products, swine, poultry, grain, honey, vegetables and many other products from thousands of mixed farms find their way to Edmonton's marketing outlets.

Alberta's great agricultural industry is the biggest single factor guaranteeing Edmonton's economic stability, her vigorous growth and balanced general prosperity.

For information on Edmonton, centre of a rich agricultural area, write to . . .

**The Industrial Director, The City of Edmonton, NEW CITY HALL, Edmonton, Alberta**



**THE CITY OF  
EDMONTON**



At Fort Saskatchewan, near Edmonton, the big Sherritt-Gordon nickel refinery uses huge quantities of natural gas for the production of ammonia used in its refining process. Additions to the plant for increasing the production have recently been made. A tremendously important by-product, ammonium-sulphate fertilizer, and a number of other commercial chemicals are also produced here. Plans have now been announced by this company for a rolling mill using a new production process to be established in the same area.

A sulphuric acid plant and a glass products manufacturer have also begun production in the Fort Saskatchewan area in recent years. Proposed for the same area is a multi-million-dollar Dow Chemicals project.

Initial production commenced in the spring of 1956 at the huge \$12,000,000 plant of Inland Cement Company Limited, while a \$4,000,000 addition to the plant was completed in 1957. In the past three or four years well over 100 manufacturing firms have commenced construction on new buildings or extensions, many of them operating in the Edmonton area for the first time. Included in these are a plywood factory, a steel mill, steel pipe and steel fabricating plants, cement plants, a polythene products plant, resin adhesives plants, a fibreglass fabricator, an asphalt plant, and a large number of other enterprises based on the petrochemical industry. Projected for the immediate future are another large chemical plant, oilfield equipment manufacturer and a pipe-coating factory.

In the Edmonton trading area a \$35,000,000 sulphate pulp mill produces bleached sulphate paper pulp, while a second pulp mill has been proposed for a site close to Edmonton. A new \$10,000,000 international airport about 15 miles south of the city will commence operation in the fall of 1960.

Continued expansion in every phase of commercial activity—in the opening of multi-million-dollar shopping centres, hotels and retail projects, in the building of hundreds of new warehouses, distributing centres and office buildings as well as in the manufacturing industries—indicates further acceleration of the industrial development of the Edmonton area.

The eyes of the continent are turning to Edmonton where industry may obtain huge quantities of low-cost fuel, power and raw materials, a rapidly growing local market, and extensive transportation facilities in every direction. With new plans being formulated for a concerted effort to commence large-scale recovery of the great mineral resources of the Canadian north, prospects for future development look bright indeed, and it well may be that Edmonton will one day emerge as one of the major industrial cities of the continent.





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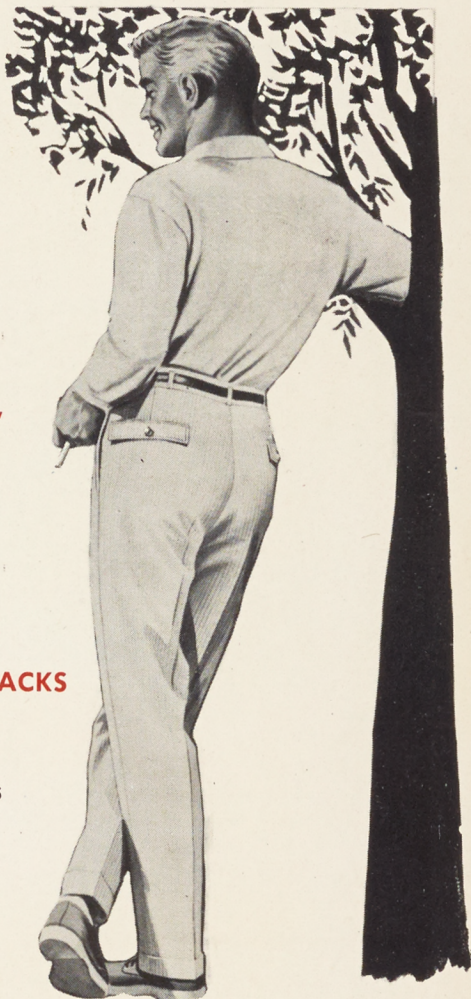
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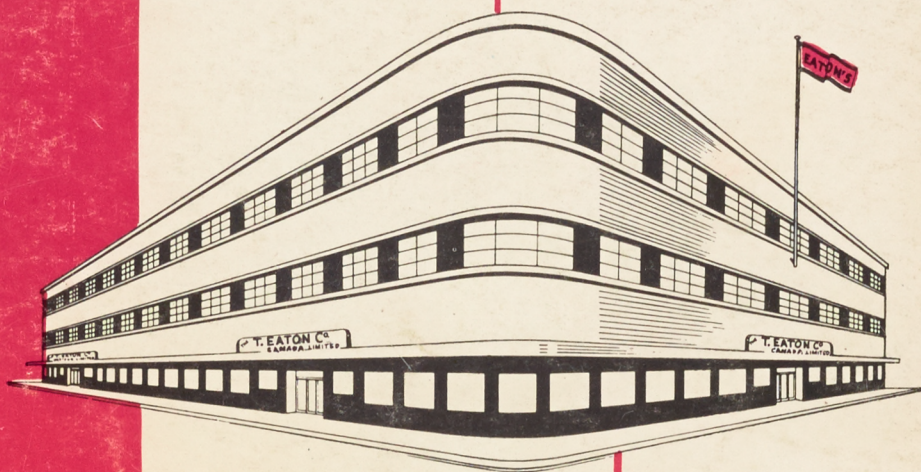
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